

LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other direct advertising material recently issued. Manufacturers are requested to send copies of new trade literature promptly to Electric Refrigeration News.

Alaska

Ten models of cabinets designed for installation in apartments are illustrated in a folder issued by the Alaska Refrigerator Co., Muskegon, Mich. One of the models has white enamel lining while the others have seamless porcelain linings with enameled steel exteriors. Food compartments range in size from 4 cu. ft. to nearly 6 cu. ft.

Autodrink

A small folder issued by the Autodrink Corp., New York, N. Y. describes its refrigerated beverage dispenser. This unit has a copper ice tank, also triple coated duco enamel on steel sides, and Monel metal cover and fixtures.

Campbell

A broadside received from the Campbell Refrigerator Co., 3200 Auer Ave., Milwaukee, Wisc., announces a new refrigerator counter, style "M" in lengths from 8 ft. to 14 ft. This counter has white marble front and ends. In addition, a large commercial refrigerator is also described.

Federal

Sixteen new sheets for insertion in the catalog issued by the Federal Refrigerator Co., division of Federal Asbestos & Cork Insulation Co., Milwaukee, Wisc. have been sent out. These include illustrations and descriptions of refrigerated counters and display cases.

Luitwieler

Cam-operated commercial compressors are discussed in a leaflet received from the Luitwieler Cam Pump Co., Los Angeles, Calif. Steel pipes are cast into the housing. One of the compressors with a vertical motor has a height of 17 in., while another with a horizontal motor has a height of 11 in. A folder shows a household refrigerator with the mechanical unit located on the top of the cabinet.

Stow

Two portable flexible shaft units for paint and metal finishing are described in bulletin 600 issued by Stow Manufacturing Co., Inc., Binghamton, N. Y.

Si-len-ser

The Truetone Radio Sales Co., 114-116 Worth St., New York, N. Y., has issued a folder describing a si-len-ser which is a filter system designed to eliminate line disturbances caused by electrical appliances in an electric radio or an electrified receiver.

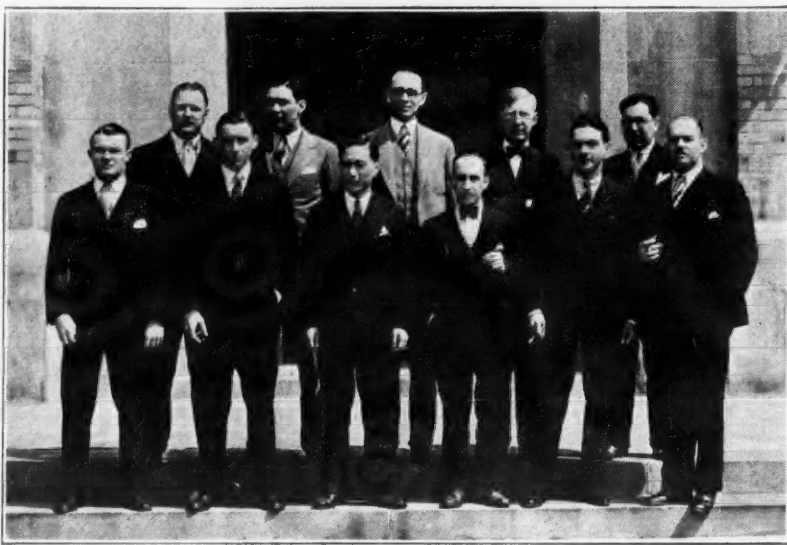
Victor

Electric milk cooling cabinets of the submerged type are described in a bulletin issued by Victor Products Corp., Hagerstown, Md. The cabinets are made in five standard sizes varying in length from 38 in. to 105 in., having capacities ranging from 2 to 10 cans. The cabinet is insulated with three-inch corkboard and the cover with two-inch corkboard.

Wagner

Bulletin 151, issued by the Wagner Electric Corp., St. Louis, Mo., contains a discussion of dust, fume and moisture problems requiring special protection for motor and property. A line drawing and five photographs illustrate the construction features of Wagner air-jacketed motors.

Ten Overseas Representatives Visit Kelvinator Plant, Detroit



Ten overseas representatives of the Electric Bond & Share Co. were visitors at the factory of Kelvinator Corp., Detroit, Mich., on May 25. After an extensive trip through the factory during which they viewed various phases in the construction of an electric refrigerator, the men were entertained at a luncheon served in the Kelvinator cafeteria. Several Kelvinator executives attended the luncheon.

These men were brought to Detroit from Cleveland as guests of the Detroit Edison Co. to study merchandising and manufacturing methods that have made Detroit famous throughout the world. They were guests of the Detroit utility company for three days and they showed a keen interest in the Edison's company operations.

The men who visited Detroit's industries were: Front row, left to right—George Crawford, Brazil; Arturo Robotom, Brazil; Masao Kanya, Japan; Juan B. Fuentes, Chile; F. Vilacha, Venezuela; C. F. Haas, Mexico. Back row, left to right—Frank M. Conroy; Ceaser Tijerino, Nicaragua; S. G. Garcia, Brazil; R. A. Lundquist, manager of the Kelvinator export division, and F. J. Lobo, of New York and Mexico.

"PLEASE CHANGE MY ADDRESS"

Recent movements of subscribers as indicated by changes in mailing addresses.

Abbott, S., from 3901 Connecticut Ave., N. W. Washington, D. C., to Hotel Sylvania, Locust and Juniper St., Philadelphia, Pa.
 Abt, L. E., from Room 803, 38 So. Dearborn St., to Stein Austin & Co., 215 S. LaSalle, Chicago, Ill.
 Allen, J. Lee & Co., from 2401 Chestnut Street to 6225 Tacony St., Philadelphia, Pa.
 Beamish, J. C., from Suite 9, 103 Hemenway St., Boston, Mass., to 4038 Harvard Rd., So. Euclid, Ohio.
 Bradshaw, B. O., c/o Charlotte Hotel, Charlotte, N. C., to 20 Lewis Ave., Salem, Va.
 Brandel, O. A., from 4624 St. Elmo Drive, Los Angeles, Calif., to Kohler & Chase, 111 O'Farrell St., San Francisco, Calif.
 Brown, C. M., from 335 Dow St., to 2201 Shroyer Rd., Dayton, Ohio.
 Burdian, Harry W., from 4 W. Second St., to 545 N. Charlotte St., Potstow, Pa.
 Conner, Ralph, from 2575 W. Grand Blvd., to 3355 E. Jefferson Ave., Detroit, Mich.
 Corcoran, J. A., from 17414 Muirland Ave., Detroit, Mich., to Kelvinator Sales Corp., 32-27 Queens Blvd., Long Island City, N. Y.
 Cuff, A. E., from c/o Norge Detroit Sales, 2575 West Grand Blvd., to c/o Norge Detroit Sales, 3355 E. Jefferson Ave., Detroit, Mich.
 Demarest, S. E., from 52 Blauvelt Ave., Bergenfield, N. J., to 2362 Kerstut St., Astoria, Ill.
 Fowler, Elbert, from 3302 Kenilworth Ave., to 3326 Wesley Ave., Berwyn, Ill.
 Francis, Harry B., from 35 Melbourne St., Toronto, Ont., Canada, to Amherst, Nova Scotia, Can.
 Gibson, Paul, from 7492 Wisconsin Ave., to 7492 W. Ave., St. Louis, Mo.
 Goewey, K. P., from 5424 Cornell Ave., Apt. 216, Hyde Park, to 720 East 82nd St., Apt. 3-D, Chicago, Ill.
 Grand Rapids Furniture Co., from 229 South Wabash Ave., to 2251 S. LaSalle, Chicago, Ill.

Grieve, George G., from 803 Wisconsin Ave., to 2620 Wisconsin Ave., Milwaukee, Wisc.
 Gross, M. L., from 1106 E. Walnut St., Frankfurt, Ind., to 1011 Lincoln St., Anderson, Ind.
 Hot-n-Kold Corp., from 802 Fulton St., to 1321 Fulton St., Fresno, Calif.
 Hurwitz, A. J., from 2425 North Halstead St., Chicago, Ill., to Hotel Alms, Cincinnati, Ohio.
 Johnston Refrigerating Co., from 509 Vine St., to c/o T. L. Bowman, 701 Linden Ave., Johnstown, Pa.
 Jones, E. Y., from 1014 S. Boston, to c/o Tulsa Refrigeration Co., 625 S. Main, Tulsa, Okla.
 Kelsey, W. D., from 1311 Jackson St., to 1902 Drexel Blvd., Fort Wayne, Ind.
 Kerr Refrigerator Co., from First and Sycamore Sts., to 1511 South Second, Evansville, Ind.
 Keys, H. A., from Equitable Sales Co., 427 Liberty Ave., Pittsburgh, Pa., to H. A. Keys, 231 So. LaSalle St., 11th Fl., Chicago, Ill.
 Knight, R. M., from Electric Refrig. Co., 3710 Main St., Houston, Texas, to Electrical Supply Co., 201 Magazine St., New Orleans, La.
 Koehler, A., from 1009 Havenhurst Dr., to 4960 Franklin Ave., Los Angeles, Calif.
 McCarron, Phillip B., from 255 Hillside Ave., Jamaica, L. I., N. Y., to 11 Meredith St., West Roxbury, Mass.
 Modern Appliance Co., from 203 E. South St., to 128 N. Westledge Ave., Kalamazoo, Mich.
 Muller, John M., from 303 Avery St., to 201 Delmar Pl., Syracuse, N. Y.
 Murrell, C. H., from Box 2688, to 667 Central Ave., St. Petersburg, Fla.
 Nelson, R. M., from U. S. Gauge Co., 622 Guardian Bldg., to 2859 Coventry Rd., Cleveland Heights, Ohio.
 Newbold & Newbold, from 137 E. Bijou St., to 500 Exch. Bank Bldg., Colorado Springs, Colo.
 Parker, W. T., from 651 S. 5th St., Indiana, Pa., to c/o Fifth Ave. Hotel, Monessen, Pa.
 Pierce, Phil H., from 1805 Commerce St., to 2017 Jackson, Dallas, Texas.
 Pinkerton, H. K., from 1237 S. Main St., Ottawa, Kans., to 1045 E. Johnson St., Madison, Wisc.

Rice, Geo. H., from E. L. Chandler Corp., Orleans, Vt., to c/o Globe Casket Mfg., Kalamazoo, Mich.
 Schmidt, Henry D., from Room 1376, Pure Oil Bldg., 35 E. Wacker Drive, Chicago, Ill., to Philfuels Co., Haskell, N. J.
 Smith, C. E., from Norge Detroit Sales Co., 2567 W. Grand Blvd., to Norge Detroit Sales Co., 3355 E. Jefferson Ave., Detroit, Mich.
 Smith, Frank E., from 2215 Herring Ave., to 2500 Herring Ave., Waco, Texas.
 Smith, Gerald E., from 1233 S. Hope St., Los Angeles, Calif., to 1413 So. Garnsey St., Santa Ana, Calif.
 Smith, Irving H., from c/o Norge Detroit Sales, 2575 W. Grand Blvd., to 3355 E. Jefferson Ave., Detroit, Mich.
 Smith, Russell B., from 802 South 30th St., to 1129 So. 32nd St., Omaha, Neb.
 Smith, R. C., from 849 Grace St., to 1235 Addison St., Chicago, Ill.
 Specialty Sales Corp., from 208 W. Lafayette St., to 3715 Florida Ave., Tampa, Fla.
 Springer, H. R., from 6402 South Fairfield Ave., to 5455 Harper Ave., Chicago, Ill.
 Timens, C., from 3325 Nicollet, Minneapolis, Minn., to c/o Ireland, Verdale, Minn.
 Voss, J. H. H., from J. H. H. Voss, Inc., 121 Prince St., to J. H. H. Voss, Inc., 408 Concord Ave., New York, N. Y.
 Waldmann, A. W., from 6356 Broadway, to 5912 Clark St., Chicago, Ill.
 Ward, C. O., from 677 Cambridge St., Worcester, Mass., to 465 Taylor St., Springfield, Mass.
 Warner, C. A., from Savage Arms Corp., Turner St., to Savage Arms Corp., Turner St., Utica, N. Y.
 Woodman, Richard N., from Michigan Hotel, to 1114 Martin Ave., Toledo, Ohio.
 Woodworth, D. T., from 2505 Eye St., to 341 32nd St., Sacramento, Calif.
 Yaxley, Stanley, from 38 Curran Ave., Windsor, Ont., Canada, to 119 Partington Ave., Sandwich, Ont., Can.
 Young, V. A., from 1604 Reis Ave., to 1224 Chandler, Evansville, Ind.
 Young, W. E., from c/o California Servel, 1233 S. Hope St., to 459 Le Doux Rd., Los Angeles, Calif.
 Zuehlke, Fred, from 2600 Cedar St., to 3128 Wisconsin Ave., Apt. 201, Milwaukee, Wisc.
 Greenwood, Oliver F., from Saco-Lowell Shops, Dutton St., Lowell, Mass., to Saco-Lowell Shops, 147 Milk St., Boston, Mass.

SLINGABOUT SPEEDS UP DELIVERY TO CUSTOMER

Charles J. Webb & Co., Philadelphia, Pa., offers the Webb slingabout to facilitate the delivery of electric refrigerators by dealers and distributors to customers. This slingabout consists of a heavily padded jacket and a sturdy canvas belt.

The jacket is made of heavy canvas and is padded with resilient cotton and lined with soft flannel, which protects the finish on the refrigerator. Type A slingabout has a harness while type B is not equipped with a sling. The harness is reinforced with $\frac{1}{2}$ in. sole leather where the buckle strain comes. Sewed connections are triply strengthened with copper rivets.

S. P. McFADDEN ELECTED PRESIDENT NEBRASKA SECTION OF N. E. L. A.

Annual Meeting Held at Scottsbluff, May 22-23

The annual meeting of the Nebraska section of the National Electric Light Association was held in Scottsbluff, Nebr., May 22 and 23. Meetings were held at the Lincoln Hotel. C. W. Amidon, state president of the Central Power Co., Grand Island, presided.

S. P. McFadden, Western Public Service Co., Scottsbluff, was elected president, succeeding C. W. Amidon.

R. T. Smalley, president of the Middle West Division of the N. E. L. A., and vice president of the Kansas Electric Power Co., talked on "The Middle West—Its Problems and Prospects."

The afternoon of the first day was taken up with a "Rural Symposium." W. R. McGeachin, Iowa-Nebraska Light & Power Co., talked on "Rural Contracts and Specifications on Construction." Other speakers at the session were K. R. MacKinnon, Nebraska Power Co. of Omaha; John Hoge, Central Power Co., Grand Island; E. M. Harris, Elkhorn Valley Co., Scribner; R. L. Gill, Western Service Power Co., Scottsbluff; Glenn A. Walker, Nebraska Power Co., Omaha; E. E. Brackett, professor of agricultural engineering, University of Nebraska; D. L. Renner, Iowa-Nebraska Light & Power Co., Lincoln; and C. J. Strike, Huron, S. Dak.

Stanley Taber, general commercial manager of the Iowa-Nebraska Light & Power Co., Lincoln, talked on "Training for Proper Selling."

A banquet was held Wednesday evening at which Hon. Cullen N. Wright, Scottsbluff, spoke.

Alma Jane Hogue, Nebraska Power Co., Omaha, spoke Thursday morning on "The Place of Women's Divisions in the Electrical Industry." F. J. Gunther and Roy Page, Nebraska Power Co., discussed "Interconnections—Their Value and Possibilities."

"The Missouri River Watershed Survey" was presented by Lieut. J. M. Young, U. S. Army engineer, Kansas City.

NEW DEALERS & DISTRIBUTORS

Recent appointments announced by manufacturers and new sales outlets reported from the field.

Kelvinator of Canada, Ltd., London, Ont.

Dealers:
 Tovell's Music Store, St. Marys, Ont.
 Rogers Furniture Co., Yarmouth, N. S.
 Roy O'Haro, 174 Wellington Street, Kingston, Ont.

Servel

Distributors:
 Louis H. Ahaus, 532 Walnut St., Cincinnati, Ohio. (Servel)
 Atlanta Gas Light Co., Peachtree and Harris, Atlanta, Ga. (Electrolux)
 A. S. Hatcher Co., Macon, Ga. (Servel-Electrolux)
 Younker Bros., Inc., Seventh and Walnut Sts., Des Moines, Iowa. (Servel-Electrolux)
 Syracuse Lighting Co., Inc., Warren St., Syracuse, N. Y. (Electrolux)
 New York Power & Light Corp., Schenectady, N. Y. (Electrolux)
 George W. Hickman, Yale, Okla. (Electrolux)
 Taylor Tire & Radio Shop, Washington, C. H., Ohio. (Electrolux)
 Price Hill Electric & Radio Shop, Price Hill, Ohio. (Electrolux)
 Cimarron Utilities Co., Guyman, Okla. (Electrolux)
 Stamford Western Gas Co., Stamford, Texas. (Electrolux)
 L. D. Sewell, Lubbock, Texas. (Electrolux)
 Fox Hardware Co., Dalhart, Texas. (Electrolux)

Dealers:
 Louis Karelitz Furniture Co., Peabody, Mass. (Servel)
 Roberts & Green, 807-809 Walnut St., Columbia, Mo. (Servel)
 Herbert K. Greenman, 14508 Detroit Ave., Cincinnati, Ohio. (Servel-Electrolux)
 Lake Erie Electric Co., 15-14 Madison Ave., Lakewood, Ohio. (Servel-Electrolux)
 George C. Lang, 9437 and 12225 Lorain Ave., Cleveland, Ohio. (Servel-Electrolux)
 Rybolt Furnace Co., Wadsworth, Ohio. (Servel-Electrolux)
 Smith & Lull Corporation, Riverhead, L. I., N. Y. (Servel-Electrolux)
 Exeter Gas Light Co., Exeter, N. H. (Electrolux)
 Ohio Gas Light & Coke Co., Millersburg, Ohio. (Electrolux)
 C. F. Schneider & Sons, Victoria, Tex. (Electrolux)
 G. C. Wilson, Mansfield, Tex. (Electrolux)
 A. E. Drew & Co., Inc., Goose Creek, Tex. (Electrolux)
 F. C. Roensch, Bellville, Tex. (Electrolux)
 P. D. Harlow, Jr., Texas City, Tex. (Electrolux)
 Letulle Mercantile Co., Bay City, Tex. (Electrolux)
 F. W. Paul, El Campo, Tex. (Electrolux)
 Moreman Hardware Co., Hedley, Tex. (Electrolux)
 J. T. Murphy Hardware Co., Wharton, Tex. (Electrolux)

THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

POSITIONS AVAILABLE

MANUFACTURER of well-known line of steel apartment house cabinets wants commission salesman to sell cabinets to ice machine dealers, apartment owners and apartment builders. Give reference. Box 168.

Service Manager wanted for California distributor for Electrolux and Servel commercial units. Must be competent to handle department employing fifteen men and understand installation of Electrolux and commercial units. Address reply to Box 171.

MISCELLANEOUS

BUSINESS OPPORTUNITY—To purchase a growing refrigerator manufacturing plant, well equipped, doing a nice business. Good reasons for selling. Address Box No. 169.

LARGE MANUFACTURER has developed electric domestic refrigeration unit, and is prepared to supply same to well-established distributing organization in any quantity, at favorable prices. This unit is direct connected to motor, no belts, compact, no vibration, is silent, air cooled, low power consumption, no interference with radio, may be placed above or below space cooled. Address: Box No. 167, Electric Refrigeration News

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"SALES ENGINEERING"

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 224 Pages, 4 1/2 x 6 3/4, Flexible Cover, \$1.00 in Advance, Postpaid
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ELECTRIC REFRIGERATION NEWS

The business newspaper of the refrigeration industry

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Business News Pub. Co.

DETROIT, MICHIGAN, JUNE 19, 1929

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1927, at the Post Office, Detroit, Michigan.

PRICE FIFTEEN CENTS

CITIES BEING ORGANIZED FOR 50° DRIVE

MERCHANT & EVANS INJUNCTION AGAINST UTILITY IS DISMISSED

Sale of Appliances Adjunct to
Company's Right to Sell
Electric Power

THE right of the Philadelphia Electric Co., Philadelphia, Pa., to sell electric refrigerators and other appliances was upheld on June 7 in an opinion by President Judge Finletter of Common Pleas Court No. 4, dismissing an application for an injunction to restrain the company from sale of such merchandise.

The injunction was asked by the attorney general at the request of the Merchant & Evans Co., Philadelphia, Pa., manufacturers of electric refrigerators. It was based on a contention that the electric company's charter restricted it to the sale of light, heat and power. Judge Finletter ruled that sale of appliances was a necessary adjunct to the company's right to sell electric power.

Commonwealth of Pennsylvania, ex rel. Thomas J. Baldrige, Attorney General, vs The Philadelphia Electric Company.

C. P. No. 4, December Term 1928, No. 2766.

Findings and Conclusions of the Court.

This case was tried by the Court without a jury.

It is a quo warranto proceeding, wherein the suggestion is made that the respondent, The Philadelphia Electric Company, has exercised powers and franchises that are not within the corporate grant or incidental or auxiliary thereto.

A petition was addressed to the Attorney General by the Merchant & Evans Company, averring that the sale by the respondent of certain electrical appliances was not within the latter's corporate powers. The Attorney General permitted the use of the name of the Commonwealth.

From the pleadings and the proofs we find the facts to be as follows:

1. The respondent, The Philadelphia Electric Company, is a corporation incorporated under the laws of the Commonwealth of Pennsylvania on October 27, 1902, for the purpose of "supplying light, heat and power by electricity to the public in the city and county of Philadelphia, and to such persons, partnerships and corporations residing therein or adjacent thereto as may desire the same."

2. Electricity is a commodity which can only be used through the medium of some sort of an appliance and before it can be successfully sold, prospective customers must necessarily be supplied with appliances which in one form or another consume electricity.

3. During the entire period of its corporate existence it has been the practice of the respondent in common with practically all other electric light, heat and power companies throughout the Commonwealth, to merchandise and sell electrical appliances as a part and branch of its business incidental to the development of its business generally, and this practice of respondent and others has always been considered to be an important and essential incident to the continued growth and success of respondent's main corporate purpose of supplying electricity to the public.

4. The appliances so merchandised and sold by the respondent include, inter alia, such devices as vacuum cleaners, washing machines, electric refrigerators, curling-irons, heaters, sewing machines, hair dryers, heating pads, bread mixers, percolators, toasters, grills, waffle irons, dish washers, ranges, fans and radios.

5. Respondent added electrical refrigerators to its general line of appliances more than eleven years ago, and until the commencement of the present proceeding the Commonwealth never questioned respondent's corporate right to do so.

6. Respondents have eleven branch offices or places of business in its territory where these appliances are demonstrated and offered for sale in connection with the business of selling electric current at these branch offices.

7. These same appliances, including specifically electric refrigerators, are also being continually and generally sold throughout the respondent's territory by the manufacturers thereof, as well as by department and other stores in direct competition with respondent.

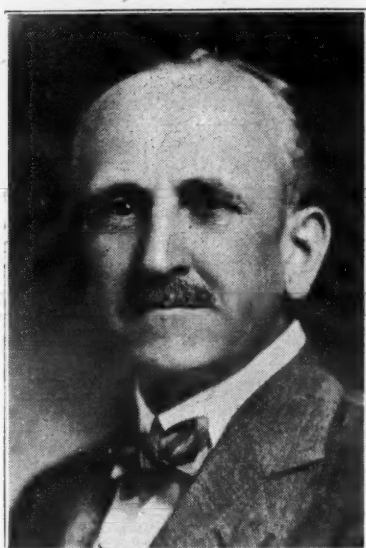
8. It has been found that the efforts of the respondent in popularizing and demonstrating these appliances has resulted in a considerable benefit to other distributors and dealers in such appliances.

9. The volume of merchandising business (Concluded on Page 20, Column 2)

Head Activities of A. S. R. E.



Harry D. Edwards
First Vice President



Prof. Arthur J. Wood
President



George A. Horne
Treasurer



Alvin H. Baer
Second Vice President



David L. Fiske
Secretary

Something different in the way of meetings is the annual spring session of the American Society of Refrigerating Engineers which opens at State College, Pennsylvania, tomorrow and closes Saturday. Visitors will occupy Penn State College dormitories and have been invited to inspect and use the facilities of the institution. A local committee under the chairmanship of Mrs. A. J. Wood has arranged for entertainment of the ladies during the technical sessions.

JOHNSTON ELECTED HEAD OF UNIVERSAL COOLER CORP'N

C. G. Dunham Made Chairman of
Board At May 22 Meeting

DIRECTORS of the Universal Cooler Corp., Detroit, Mich., at the annual stockholders' meeting of that company held on May 22 elected G. M. Johnston as president and general manager succeeding C. G. Dunham who becomes chairman of the board. Ford Ballantyne was re-elected vice president and A. H. Meinke, secretary and treasurer. Other officers elected were F. L. Gleason, assistant secretary and treasurer, and J. W. Taylor, assistant treasurer.

The following were elected to the directorate: Ford Ballantyne, Curtis G. Dunham, E. S. Evans, J. B. Ford, Jr., E. B. Henry, Charles H. Hodges, Jr., G. M. Johnston, A. H. Meinke, and A. H. Sarver. At a meeting held for the election of directors, Curtis G. Dunham, president, outlined the progress made during the past eighteen months. He also discussed the policies established under which operation of the corporation has shown great improvements in sales and financial position.

The directors voted to retire all outstanding preferred stock on Sept. 1, 1929, and to pay all dividends on such preferred stock up to that date. A dividend of 12½¢ per share was declared on the Class A stock, payable July 1, 1929, on all outstanding shares of record June 15, 1929. Bank loans have been reduced \$155,000 since Jan. 1.

Stockholders passed resolutions to increase the Board of Directors to nine members and created the office of Chairman of the Board. The annual stockholders' meeting was changed to the fourth Wednesday in November, thus bringing the date of annual meeting nearer the close of the fiscal year.

A statement issued by the company reveals that the number of stockholders has grown from 400 to approximately 1,000.

NEW KULAIR CORPORATION FORMED IN PHILADELPHIA

The Kulair Corp., Philadelphia, Pa., has been formed and is now manufacturing domestic and commercial compressors and freezing units. About the first of July this company is moving into larger quarters. The Franklin Air

Compressor Corp. is now a division of the Kulair Corp.

It announces a line of Kulair freezing units using the application of the dry system to direct expansion. These units have capacities from 84 ice cubes to 362 ice cubes and two 5 lb. cakes.

WILLIAM D. MERCER, FORMER KELVINATOR VICE PRESIDENT, DIES

W. D. Mercer, formerly vice president in charge of manufacturing for the Kelvinator Corp., died late Tuesday evening, June 11, following a heart attack. In 1913 he became associated with A. H. Goss, Detroit capitalist, and with him



W. D. Mercer

bought the Detroit Demountable Rim Co., which later was reincorporated as the Detroit Carrier & Manufacturing Co.

In 1921, he became manager and treasurer of the Kelvinator Corp., and in 1926, he became vice president in charge of manufacturing, a post he occupied until illness forced him to retire about a year ago.

Mr. Mercer was connected in official capacities with the Buick Motor Car Co. and the Marquette Motor Co. Surviving are his widow, two daughters, Margaret and Florence, and a son, Edward, all of Detroit.

H. W. BURRITT MADE MEMBER OF N. E. L. A. EXHIBIT COMMITTEE

Preliminary Plans For 1929 Convention Discussed

H. W. BURRITT, vice president in charge of sales of the Kelvinator Corp., Detroit, has been named a member of the exhibition committee of the National Electric Light Association for a term of two years beginning July 1, 1929. Members of the exhibition committee met at headquarters in New York City on June 8 to discuss preliminary plans for next year's exhibition.

The personnel of the exhibition committee includes E. W. Goldschmidt, Wagner Electric Corp.; C. L. Peirce, Jr., Hubbard & Co.; S. E. Doane, National Lamp Works of the General Electric Co.; E. L. Andrew, Rome Wire Co.; George A. Hughes, Edison Electric Appliance Co.; J. C. McQuiston, Westinghouse Electric & Mfg. Co.; J. J. Greene, Johns-Manville Corp.; Frank H. Gale, General Electric Co.; E. M. Beach, Westinghouse Lamp Co.; H. W. Burritt, Kelvinator Corp. and Herbert Metz, Graybar Electric Co.

FRIGIDAIRE CARLOAD SHIPMENTS FOR MAY REACH 1611 TOTAL

CARLOAD shipments of Frigidaire products, according to E. G. Biechler, president and general manager of the Frigidaire Corp., Dayton, Ohio, during the month of May reached a total of 1,611 cars.

"For the first five months of 1929, shipments of household cabinets show an increase of 103 per cent over the same period a year ago," Mr. Biechler said, "while shipments of compressors show an increase of 62 per cent and shipments of coils a gain of 77 per cent over the first five months of 1928."

May shipments established new, all time records. Triple shifts are being maintained in several departments in order to meet production requirements. At present a Frigidaire compressor is turned out every 12 seconds and a cabinet every 18 seconds.

ESSAY CONTEST WILL BE ADVERTISED IN POPULAR MAGAZINES

Ten Trained Organizers Assist
Regional Directors

TEN trained organizers left Indianapolis on June 14 after a three-day conference over details of the National Food Preservation Program, to work with the twenty regional directors who have been appointed to direct the activities under the program in as many districts. These ten organizers will assist the regional directors in ordering the advertising material for their districts and will help them in arranging preliminaries to the appointment of city managers throughout the districts.

Local meetings in all cities are scheduled for July 1 and July 15. At the first meeting the local groups will appoint their city managers and at the second will announce their advertising plans.

Of the national associations that have been invited to participate in sponsoring the campaign, the following have agreed, to date:

National Electric Light Association.
National Electrical Manufacturers' Association.

Society for Electrical Development.
American Bottlers of Carbonated Beverages.

National Retail Furniture Association.
Refrigerating Machinery Association.

Streaming across facing pages in seven national publications, the advertisements of the National Food Preservation Program will invite more than 14,000,000 families to participate in the \$25,000 essay contest being sponsored co-operatively by the National Electric Light Association, the manufacturers of electric refrigeration systems and accessories, the public utility companies and a score or more of other national trade associations.

It is expected that more than a million people will learn why all year refrigeration safeguards health in order to qualify for writing their essays on "Why Fifty Degrees Is The Danger Point." For every contest entrant there will be a score of others who will read the message of proper food preservation in the advertisements, forcefully written and illustrated so as to prove of permanent educational value. In every advertisement the symbol of the program, a thermometer showing that safety lies below fifty degrees and danger lurks above that point, is pictured.

Of General Public Interest

The general public interest attaching to so important a subject as the improvement of the nation's health, and the local interest attaching to the activities of local councils and the contest entrants and winners, will give opportunity for many newspaper articles. Suggested copy for these will be provided by the national council and for local councils with explanations as to the best method of use.

The national council likewise will provide, for the use of local councils, copies of suggested addresses on food preservation topics. These are to be used if desired by health authorities, women's club speakers and representatives of the interests concerned with the program in talks before luncheon clubs, civic societies, meetings of employees and other groups.

Complete Program Will Reach Between Twenty and Thirty Millions

The national operations, directly under the control of the National Council, including the magazine advertising and editorial articles, the national contest, radio broadcasting, newspaper articles, will set probably twenty to thirty millions, the magazine reading, radio listening public, to thinking more seriously than ever before about their home refrigeration.

The local Councils, which will be formed under the direction of the national council in every city where such organization is possible, will be responsible for carrying on a program supplementing the national operations. It will include local essay contests, newspaper advertising and publicity, poster and window display advertising, distribution of booklets, placing of banners on the trucks of participating companies, distribution of the thermometer emblem of the campaign and of milk bottle jackets announcing the Program, and other operations that may be suggested by the national council or devised by the local councils. Mats and copy for newspaper advertisements, poster paper for billboards, moving picture slides, suggested (Concluded on page 2, column 1)

14,000,000 FAMILIES WILL BE INVITED TO ENTER THE CONTEST

(Concluded from page 1, column 5)

copy for newspaper articles, outlines of speeches for use at various types of meetings and continuities for broadcasting will be supplied to local councils by the national council without charge.

The National Idea Contest was instituted as a means of arousing widespread interest in food preservation, and of encouraging study of its principles. It carries 835 prizes totaling \$25,000. The first prize is a model home, to be built in any city in the United States designated by the winner, with an alternative of \$10,000 in gold. The second prize is a Cadillac automobile, with an alternative of \$3,500 in gold. The list of prizes follows:

First Prize—Model Home, costing more than \$10,000.00 to be built in any community in the United States designated by the winner, on a location and to specifications to be agreed on by the winner and the National Food Preservation Council; or \$10,000 in gold.

NOTE—It is understood that the prize home, when completed, will have a value greatly in excess of the amount appropriated, due to the probability of gifts from manufacturers of building materials and furnishings. This accounts for a previous announcement that the prize home would have a value of \$25,000.00.

—Editor.

Second Prize—Brand New 1930 Cadillac five passenger coupe, list price \$3,595 F. O. B. Detroit, delivered anywhere in the United States; or \$3,500 in gold.

833 CASH AWARDS

Third Prize—\$2,000.
Fourth Prize—\$1,000.
Fifth Prize—\$500.
Sixth Prize—\$400.
Seventh Prize—\$350.
Eighth Prize—\$300.
Ninth Prize—\$250.
Tenth Prize—\$200.

Twenty-five Prizes
Nos. 11 to 35 inclusive \$100 each
Eight Hundred Prizes
Nos. 36 to 835 inclusive \$5 each.

In the event of a tie for any prize, each tying contestant will receive the full amount of that prize.

Rules of the Contest

The rules for the contest are:

1. The contest is open to any resident of the United States except persons or members of the families of persons connected with the refrigeration industry.

2. Essays must not be longer than 400 words, shall be written in English, and shall be on one side of the sheet only.

3. Each essay shall be headed "Why 50 Degrees Is the Danger Point."

4. The subject matter of each essay must be the value of and benefits of food preservation, either from the standpoint of health, sanitary or economic saving, or any combination of these three. Booklets summarizing information on this subject may be obtained from the Food Preservation Council in your city or members of the Local Council, or from the National Food Preservation Council, 420 Lexington Avenue, New York City.

5. Essays will be judged 90 per cent. on the originality of thought and evidence of study displayed, and 10 per cent. on clearness of expression, neatness and order of construction.

6. Essays need not be typewritten, but judges shall have the right to reject entries that are illegible.

7. Essays may be submitted through the Local Council of the contestant's community, or may be sent direct to the National Food Preservation Council.

8. At the top of each page of each essay the sender's name and address shall be written. Each essay shall be enclosed in a sealed envelope, with the contestant's name and address typed or clearly written in ink on the outside of the envelope. If the essay is submitted through a local council, the name of the local council must also be written on the envelope. If the essay is sent direct to the national council, the sealed envelope must be enclosed in a larger envelope, addressed to Contest Department, Na-

tional Food Preservation Council, 420 Lexington Avenue, New York, N. Y.

9. Essays will not be returned. Winning essays shall become the property of the National Food Preservation Council and shall be used in any way the council sees fit.

10. The contest closes at midnight September 30, 1929. Essays bearing a postmark after midnight of September 30, 1929, will not be considered.

Three judges, all persons nationally known, have been chosen to select the winning essays. As it will take some time to go over carefully, the hundreds of thousands of essays that will be written, the decision of the judges probably will not be announced until some time in December. Merle Thorpe, auditor of *Nation's Business*, B. C. Forbes, editor of *Forbes*, and Dr. Walter Hollis Eddy, Professor of Physiological Chemistry, Columbia University, are the judges.

The educational value of the essay contest will be greatly increased by the contests that will be held in many cities and communities by local councils. The plan provides that essays may be entered through local councils or sent direct to national council headquarters. Local councils all over the country, recognizing the educational opportunity offered, will set up contests in their communities, with local prizes.

The United States has been divided into twenty regions according to geographical limitations and natural trade channels. Over each of these in charge of organization of local councils in each region is a director, who will be assisted in organizing and helping local councils prepare for full co-operation in the Program by six or more traveling field specialists.

The list of Regional Directors follows:

District 1—Maine, New Hampshire, Vermont, Roy Holden, Cumberland County Power and Light Co., Portland, Maine.

District 3—New York State, M. E. Skinner, New York Power & Light Co., Albany, N. Y.

District 4—Metropolitan New York, C. L. Harold, Brooklyn Edison Company, Brooklyn, New York.

District 5—New Jersey and Delaware, F. D. Pemberton, Public Service Co. of N. J., Newark, N. J.

District 6—Pennsylvania, George Whitwell, Duquesne Light Company, Pittsburgh, Pa.

District 8—Ohio, Kentucky, West Virginia, C. L. Dunn, Ohio Public Service Company, Cleveland, Ohio.

District 9—Indiana, Illinois, Michigan, Wisconsin, E. L. Hinchcliff, Middle West Utilities Company, Chicago, Ill.

District 10—North Carolina, South Carolina, Georgia, Florida, C. A. Collier, Georgia Power Company, Atlanta, Georgia.

District 11—Alabama and Tennessee, A. B. Collins, Alabama Power Company, Birmingham, Ala.

District 12—Arkansas, Oklahoma, Mississippi, R. I. Brown, Arkansas Power & Light Co., Little Rock, Arkansas.

District 13—Louisiana and Texas, P. E. McChesney, Gulf States Utilities, Beaumont, Texas.

District 14—Iowa, Kansas, Missouri, Nebraska, C. A. Nash, United Light & Power Co., Davenport, Iowa.

District 15—Minnesota, North Dakota, South Dakota, H. E. Young, Northern States Power Co., Minneapolis, Minn.

District 16—Colorado, New Mexico and Wyoming, G. B. Buck, Public Service Company, Denver, Colorado.

District 18—Washington and Oregon, A. C. McMicken, Portland Railway and Light Company, Portland, Oregon.

District 19—Northern California and Nevada, R. T. Stephens, Pacific Gas & Electric Co., San Francisco, California.

District 20—Southern California and Arizona, H. G. Kenyon, Southern California Edison Co., Los Angeles, California.

Directors for Districts Two, Seven and Seventeen had not been announced when this was written.

FOOD PRESERVATION PLANS OUTLINED TO REGIONAL DIRECTORS

THE regional directors of the Food Preservation Council met in the Rose Room of the Traymore Hotel, Atlantic City, N. J., Tuesday, June 4 at the call of C. E. Greenwood. P. B. Zimmerman representing the executive committee, outlined the complete plan of action for the Food Preservation Program. W. J. Daily representing the publicity committee explained the local operating plan book.

C. A. Collier, vice president of the Georgia Power Co., Atlanta, Ga., regional director of the Southeastern District No. 5 reported that his organization was already formed and in action. C. A. Nash, United Light and Power Co., Davenport, Iowa, regional director of the Middle West Division No. 8 also reported his district in action.

MAGAZINE	SIZE AND COLOR	DATE	CIRCULATION
Saturday Evening Post	2 pages 2 colors	Aug. 31	2,784,756
Saturday Evening Post	2 pages 2 colors	Sept. 14	
Collier's	1 page 2 colors	Sept. 7	1,703,757
Cosmopolitan	1 page 2 colors	September	1,620,222
Good Housekeeping	2 pages 2 colors	September	1,645,602
Pictorial Review	1 page 2 colors	September	2,523,384
Woman's Home Companion	1 page 2 colors	September	2,274,567
Liberty	1 page 2 colors	Sept. 7	1,528,412
TOTAL			14,080,700

Bitte Sehen Sie Seite 18
GESELLSCHAFT MARK WELL

GEORGIA POWER TOPS QUOTA IN CAMPAIGN

THE Georgia Power Co., Atlanta, Ga., reports that on June 11 sales in the spring drive on electric refrigerators reached a total of \$771,869 or 102.84 per cent of the total quota. This campaign opened on May 1 and closes on June 29. General Electric domestic refrigerators and Kelvinator commercial units are being featured in the drive.

A quota of \$750,000 had been set as the goal in this activity. Of the 52 actual selling days in the drive, sixteen remain and efforts are being made to run up the total sales to the million dollar mark.

Sales of the Atlanta stores through June 11 total \$403,039 or 107.47 per cent of their quota. The outside districts report sales amounting to \$368,830 or 98.35 per cent of their quota. The Rome division is leading in standings, having sold 126.23 of its quota.

UNIVERSAL COOLER OF CANADA REPORTS GAIN IN JAN.-JUNE BUSINESS

The Universal Cooler Co. of Canada, Ltd., Windsor, Ont., reports that 1929 business to date is showing a considerable increase in volume over the corresponding period of last year. Dealers recently established by this company are R. H. Flint & Sons, Owen Sound, Ont., Schweitzer Electric, Waterloo, Ont., and the Taylor Electric, Belle River, Ont.

Universal Cooler dealers are reporting business as being good in their respective territories. Recently Beattie-McIntyre, Ltd., Toronto, Ont., and Goodram Brothers, Hamilton, Ont., closed contracts for the installation of Universal Cooler equipment in a number of apartment houses.

Drastic Price Reductions

ON

BOHN all-porcelain base cabinet models

WHITE PORCELAIN, OUTSIDE
AND INSIDE

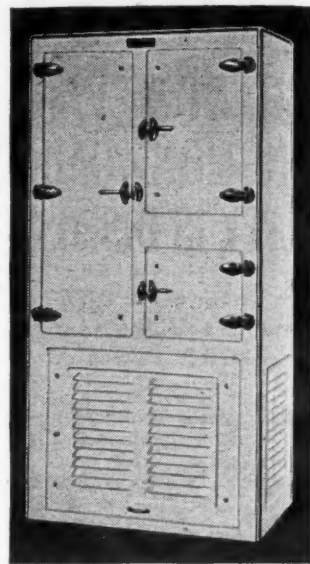
5, 6, 7, 9 and 12 Cubic Feet of Food
Storage

The handy base cabinet may either be used for refrigerating machinery or the storage of cooking utensils, canned goods, vegetables, etc.

These beautiful BOHN refrigerators, with their heavy insulation, sturdy general construction, and patented air-circulating principles, are an assurance that your units will render perfect refrigeration and do so economically.

Write for details of these remarkably low prices.

Many models for remote installation are also greatly reduced.

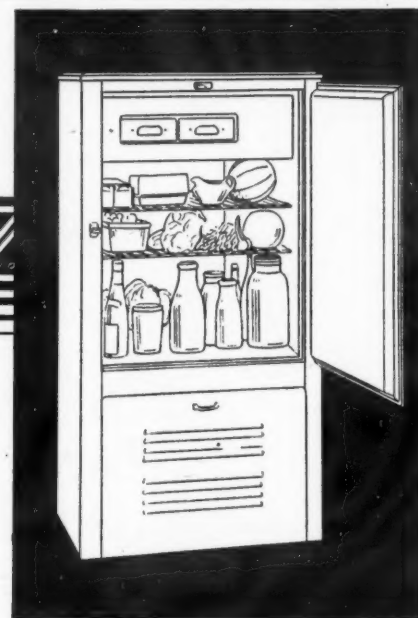


Bohn is the World's Largest Builder
of Quality Refrigerators

BOHN REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

Model 49

A specially designed All-Steel
Zerozone. Compact, well proportioned cabinet that appeals to the average family.



IN-BUILT

Quality

One of the Many Reasons for
ZEROZONE
Amazing Performance

Zerozone's great popularity is due to its consistent performance. This amazing performance is the natural result of precision manufacturing . . . master craftsmanship . . . finest materials . . . skillful assembly . . . and painstaking thoroughness in production. The care we exert in the manufacture of Zerozone insures lasting satisfaction, both to the user and the dealer.

It is the automatic refrigeration you can depend upon and recommend. The line is complete—it answers all the varied requirements of prospects—either for household, apartment, or commercial use.

Select territories are open for live distributors. We invite correspondence

Zerozone

Lifetime Refrigeration

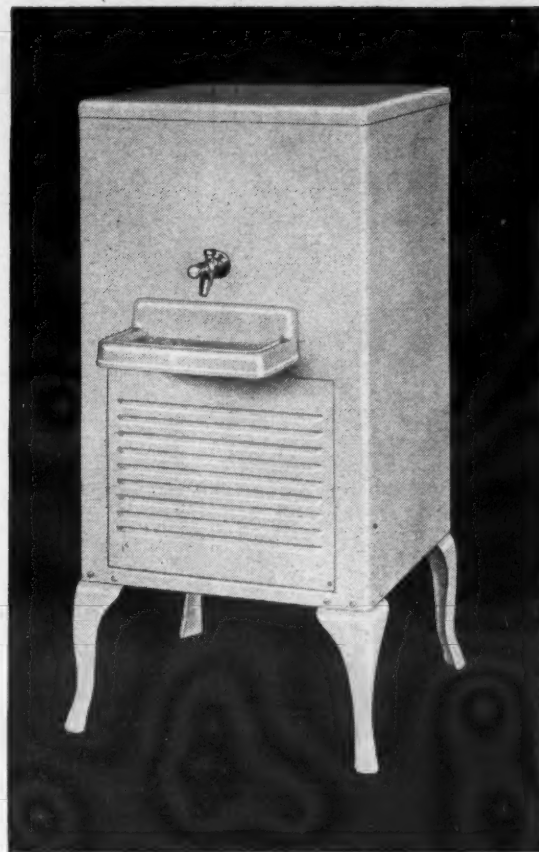
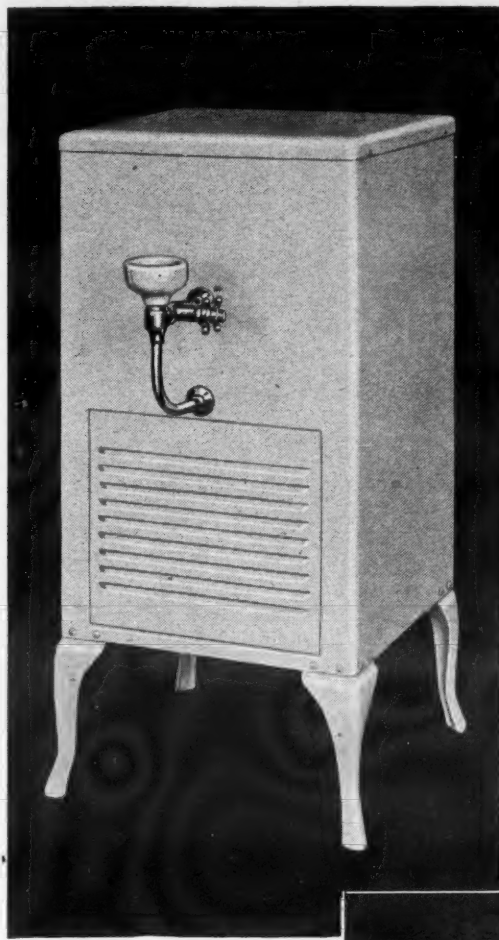
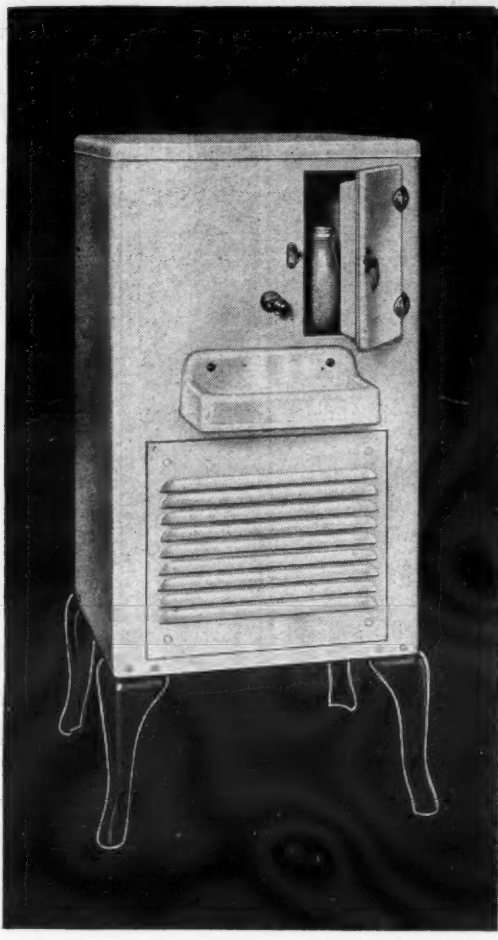
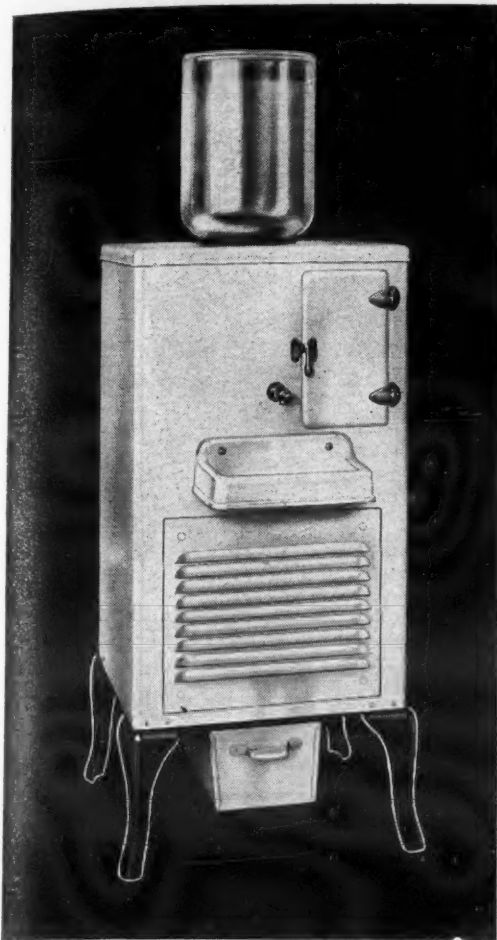
ZEROZONE CORPORATION—927 E. 95th STREET—CHICAGO

Servel Water Cooler, Model WB. For standard spring water bottles. Equipped with push button faucet and porcelain drip basin. Has removable pan for waste water. Water is chilled in porcelain enameled crock holding four quarts chilled water reserve. Bottle-chilling compartment large enough for quart milk bottles.

Servel Water Cooler, Model WC. For connection to pressure water supply. Equipped with push button faucet and porcelain enamel drip basin and drain connection. Bottle-chilling compartment large enough for quart milk bottles.

Servel Water Cooler, Model WD. For connection to pressure water supply. Equipped with sanitary angle stream bubbler with porcelain bowl and self-closing faucet. This bubbler type is scientifically designed and cannot be contaminated.

Servel Water Cooler, Model WD. For connection to pressure water supply. Equipped with push button faucet and porcelain enameled drip basin with drain connection. All Servel water cooler models are finished in white, grey, mahogany or green. The floor space required is small.



for
 offices
 industrial plants
 restaurants
 theatres
 institutions

SERVEL WATER COOLER MODELS cover the field

Dealers are making real sales with this complete, finely constructed line. . . You can shoot for all the business in your city.

NOW is the time to go after water cooler business. And here is the product that gets the business. Hot weather makes offices, theatres, etc., think about drinking water. And Servel Models cover every water cooler demand.

Proof of this is in the real sales that are being made with these finely constructed coolers. One hundred coolers are being installed in the New York Life Insurance Building in New York City. The Chase National Bank bought forty. Loew's The-

atres use seventy Servel Water Coolers. Other leading users are: The American Tobacco Company; The American Can Company; The American Telephone and Telegraph Company.

And hundreds of other sales, to every line of business, show the preference for Servel in every state in the Union.

It's hardly surprising when you consider Servel advantages . . . all good sales points.

The cabinet is all-steel construction, heavily insulated with cork-board. Ten-inch legs make for easy cleaning under the cabinet. Unusual economy and efficiency result from an oversized water coil. The refrigerating unit is extremely

quiet and remains so. Thermostatic water temperature control is standard equipment.

Show your prospects these points also:

Servel provides plenty of water at correct temperature without the need for icing. First cost, installation and maintenance charges are unusually low. Servel is easy to install and can be placed wherever desired. The design is pleasing and all models are furnished in white, mahogany, green or grey at no extra cost. The outlets are sanitary. The bubbler type cannot be contaminated.

The sanitary interior and exterior insures clean drinking water at all times.

It makes a pretty conclusive story and one that gets the orders.



The New York Life Insurance Company's new building, Madison Square, New York, will be equipped with 100 Servel water coolers.

With Servel Compression Units, you can also take care of large industrial installations with a circulating system in conjunction with Filtrine high-capacity industrial water coolers. If you do not handle the Servel line of water coolers now, write for full information.

Servel produces a complete line of domestic and commercial refrigeration equipment. This may be a real opportunity for you. Write Servel Sales, Inc., Evansville, Ind.

We endorse the National Food Preservation Activity initiated by the refrigeration committee of the National Electric Light Association.

SERVEL SALES, Inc.

EVANSVILLE, INDIANA

Ford Borrows Capital to Buy Edison Stamp at Convention



Henry Ford, millionaire Detroit automobile magnate, purchasing the first Edison commemorative stamp at the golden jubilee of light at Atlantic City on June 6. Mr. Ford had to borrow two cents to make the purchase. Left to right are: Henry Ford, Postmaster Alfred Perkins, of Atlantic City, Mayor Anthony M. Ruffa, Jr., of Atlantic City, passing the stamp to the automobile manufacturer, and Matthew S. Sloan, president of the National Electric Light Association.

NEW YORK REGIONAL UTILITY MEN DISCUSS GAS MACHINE SALES

THE rapid strides made by gas refrigeration in the past two years, and plans for its future were the chief topics of discussion at the New York Regional Sales Council held under the auspices of the American Gas Association May 23, 24, and 25 at Montauk Manor, Montauk Point, L. I., N. Y. About 150 gas company executives from the metropolitan area attended. The chairman of the meetings was J. P. Hanlan of the Public Service Electric & Gas Co., Newark, N. J.

The subject of gas refrigeration was introduced by R. L. Hallock of the Brooklyn Union Gas Co., who read a paper, "Selling Gas Refrigeration." In summarizing the advances made in the past two years Mr. Hallock stated that today there are thousands of users of gas refrigerators in the metropolitan districts. This accomplishment, he stated, was a testimonial to the aggressive sales methods of the gas companies.

"No other gas appliance has created such general interest on the part of our customers in so short a time," said Mr. Hallock. "This is largely because it supplies an element of mystery in producing cold from heat; an element which is not present in the obvious operation of other gas appliances. This feature compels instant attention."

The operation of the refrigeration sales department of Brooklyn Union was explained in detail by Mr. Hallock, who said that each man was given a well defined territory, one in which he lived if possible, and encouraged to assume full responsibility for selling refrigerators and maintaining satisfactory service and contact. As a result of this arrangement each salesman looks upon himself as an exclusive agent. The customers regard him as much a part of neighborhood life as the grocer or butcher.

Following Mr. Hallock's paper, representatives from other companies told of their experiences in connection with the sale of gas refrigerators. The viewpoint of the housewife was described by Katherine A. Fisher, director, Good Housekeeping Institute of Good Housekeeping Magazine.

H. L. PFEIFFER AND D. B. HART WIN PRIZES IN SERVEL CONTEST

H. L. Pfeiffer of the C. C. Harvey Co., Boston, Mass., and D. B. Hart of the Electric Refrigeration and Appliance Co., Henderson, Ky., have just been awarded the first prizes in the Servel sales presentation contest, according to an announcement made by the judges. Mr.

Pfeiffer won first place for the best complete sales presentation and Mr. Hart chalked up the honors for the best individual sales point on Servel.

The contest which was open to all Servel salesmen, saleswomen, and service men attracted an unusually large number of entries. Each of the winners receives merchandise awards amounting to \$200.00 apiece.

The idea which gave Mr. Hart the prize in the other division was the use of handbills from satisfied customers to sell others. Several samples were submitted from retailers in Henderson who had installed Servel electric refrigeration.

R. B. ALLING, COPELAND DISTRIBUTOR, IS DEAD

ROBERT BABSON ALLING, head of the R. B. Alling Co., Detroit, Mich., Michigan distributors for Copeland electric refrigerators, dropped dead at the Harper hospital in Detroit on June 12, while reading to his son Jim who was recuperating from a recent operation. Mr. Alling was 42 years old and death was caused by apoplexy.

Mr. Alling, a first cousin of the famous statistician, Roger W. Babson, was a native of Gloucester, Mass., and came to Detroit 15 years ago to establish the Edison Shop on Woodward Ave., as a dealer in talking machines. Later he organized and headed the R. B. Alling Co.

He was a member of the Detroit Athletic club, the Detroit Boat club, the Dearborn Country club, the Players, and president of the Beavers, an auxiliary of the Detroit Athletic club. He was also a Phi Delta Theta of Amherst university.

Mr. Alling is survived by his widow, Mrs. Irene Brown Alling, formerly of Kansas City, Mo.; his mother, Mrs. Ann Babson Alling of Gloucester, Mass.; two sisters, Miss Elizabeth Babson Alling of Gloucester, and Mrs. D. S. Sergeant of Akron, O.; six children, John, 11; Jim, 10, to whom he was reading at the time of his death; Mary, 8; Ann, 6; Susie 5, and Betty, 3.

Minneapolis Copeland Distributor Holds Get-to-Gether Meeting

W. S. Nott Co., Minneapolis, Minn., Copeland distributors, held a general "get-to-gether" meeting for its sales and service men at the Nicollet Hotel on June 3.

A. Victor Nelson conducted the meeting at which Harry Burman, Copeland representative from Detroit, was the principal speaker.

Norge Appoints Distributor In Illinois Territory

Norge Corp., Detroit, Mich., announces the appointment of Morehouse and Wells Co., as distributor in Decatur, Ill., and surrounding territory.

PROFITABLE SALES

Selling Rhinelander "Airtite" cabinets equipped with standard mechanical units invariably means increased profits per sale. These beautiful refrigerators in white and colors make an instant appeal to the most discriminating prospect. May we send you catalog No. 70 and complete price information?

RHINELANDER REFRIGERATOR CO.
RHINELANDER, WISCONSIN

Central Stations know WILLIAMS ICE-O-MATIC REFRIGERATION PROFITS

WITH Williams Ice-O-Matics, ranging from a new \$175 model for small homes up to commercial installations for a 1000-pound ice equivalent, any dealer or Central Station can sell every prospect electrical refrigeration at a good profit.

Within a decade Williams has built a world-wide business by manufacturing products that please purchasers and make profits for Williams dealers. More than 90,000 owners of Williams home utilities, who talk like salesmen, will

help you sell more Ice-O-Matics.

Williams Ice-O-Matic successfully uses the coldest known domestic refrigerant. Every unit has double the cooling capacity its cabinets require. Ice-O-Matics operate fewer minutes each day—last longer—reduce your "free" service.

Ice-O-Matic is backed by Williams reputation, by national magazine, newspaper, and radio advertising. Wire or write right now for the nearest Williams representative to bring you all the facts on this valuable Ice-O-Matic franchise.

Hear and enjoy WILLIAMS OIL-O-MATICS
TUESDAY NIGHT—10 o'clock Eastern Daylight time. Stations WJZ and NBC network.
FRIDAY NIGHT—8:30 o'clock Central Daylight time. Station WGN, Chicago.

GREATEST GATHERING
More than 3000 Williams dealers and salesmen acclaimed new Ice-O-Matic models at the fifth International Convention at the Williams factory, June 3 and 4.

WILLIAMS OIL-O-MATIC HEATING CORPORATION

Factory: Bloomington, Illinois

Vedesi pagina 18
COMPAGNIA MARKWELL

GOOD NEWS *for* ALL AMERICA KELVINATOR

for only
\$ **175**

F. O. B. Factory

NEW KELVINATOR FOUR QUALITY FEATURES

QUALITY: Traditional Kelvinator quality in mechanism, cabinets, finish and fitments **SELF-CONTAINED:** The silent, reliable Kelvinator mechanism is located in cabinet case **DURABLE:** Porcelain interior. Heavy Parkerized furniture steel cabinets will yield a lifetime of service. **ENTIRELY AUTOMATIC:** Proper refrigerating cold maintained by automatic thermostat control. Automatic quick freezing of desserts, ice cubes **COLD KEEPER:** Originated by Kelvinator. A constant reservoir of cold that minimizes operating periods and running costs **FLEXIBLE RUBBER ICE TRAY:** Bend it and it ejects ice cubes in a flash, without melting, hammering, or waste **LARGE FOOD CAPACITY:** Including defrosting tray, 4.23 cubic feet, with 8.87 square feet of shelf area **EASE OF ACCESS:** Food shelves at convenient, non-stooping height.



KELVINATOR QUALITY IN A NEW KELVINATOR AT THE LOWEST PRICE IN KELVINATOR HISTORY

For 15 years Kelvinator has looked forward to the day when it could bring automatic electric refrigeration within the means of the great mass of American homes. That day is here, and hardly a home can now afford to be without this new Kelvinator Four at \$175, f.o.b. factory.

Kelvinator should be first to gain this utilitarian goal. For in this triumph of Kelvinator's new administrative organization, the soundest fund of scientific and applied knowledge, of engineering and manufacturing experience, attains its climax.

But we lay heaviest emphasis upon the benefits to health and the advantages of economy which the new Kelvinator Four confers on every home which adopts it.

The Kelvinator Four operates with the ultimate

degree of automatic control. The unvarying range of cold is automatically maintained day in and day out.

Fast freezing of ice cubes, desserts, salads and dainties, automatically begins the moment the prepared materials are placed in the Kelvinator. This new Kelvinator answers for all time, as

DEALERS:—This important two-page Kelvinator announcement appeared in the Saturday Evening Post, June 1st, and is scheduled for other leading national publications in July. Now reliable, HIGH QUALITY electric refrigeration, by Kelvinator is within reach of practically every home. Prepare now to share in this business by getting in touch with Kelvinator at once.

never answered before, the inevitable question of the prudent housewife and her husband concerning electric refrigeration—Is it reliable?

The new Kelvinator is reliable in unvarying performance, and it will keep on being reliable, indefinitely.

And that, with its price, is the greatest thing engineering can ever do for electric refrigeration.

All Kelvinator dealers will tell you how you can afford this new Kelvinator by ordering immediate installation on Kelvinator's attractive Re-DisCo monthly budget plan.

KELVINATOR CORPORATION
DETROIT, MICHIGAN

KELVINATOR OF CANADA, LIMITED, LONDON, ONT.
KELVINATOR LIMITED, LONDON, ENGLAND

OHIO PUBLIC SERVICE CLOSES SUCCESSFUL SIXTY-DAY CAMPAIGN

1,853 Electric Refrigerators Added to Power Lines

THE Ohio Public Service Co., Cleveland, Ohio, reports that a total of 1,853 units had been sold in its fourth annual spring electric refrigeration drive. This drive was initiated on March 18 with a quota of 1,200 units to be sold during the sixty days ending May 18. The following summary of this activity is extracted from the report of C. L. Dunn, general new business manager of that company.

The general plans of the sale were fashioned along the lines of previous refrigeration campaigns conducted by the new business department, all of which have been highly successful. The details of these plans were decided at a general meeting of all the divisional new business managers. An elaborate plan book was issued which described in detail the proposed activity, the schedule of quotas of each of the various divisions and the various prizes donated as well as a synopsis of the advertising and window display plans.

Contest Set Up to Instill Rivalry Among Sales Organizations

To instill a spirit of rivalry among the sales personnel and to set up a plan for determining standings and prize awards, a general scheme was laid out in the form of an air derby. The phantom course covered the airports from New York to Los Angeles and return and each salesman or air pilot was credited with mileage based upon reported sales.

On the night of March 17 each of the divisions held a dinner attended by the company executives and the members of the new business department with their wives. During the course of these dinners, letters and telegrams were read from the various executives at Cleveland and New York. Talks were made by the local new business managers and division managers and all divisions entered the activity in an enthusiastic way.

Two Makes Featured in Drive

Both the Frigidaire and General Electric machines were sold during this activity and the manufacturers of these machines contributed in a substantial way to the success of the campaign by furnishing special help in the way of salesmen and educational directors.

At the expiration of the sixty days a total of 1,853 units had been sold as compared to the quota of 1,200 units, making this one of the most successful refrigeration sales ever conducted by the Ohio group. The sales during this activity brings the total of all electric refrigerators sold by this group since 1925 to 7,700 units, which represents sales to 10.2 per cent of the domestic and commercial customers.

Based upon the yearly kilowatt hour consumption of the domestic customers the sale of 7,700 machines is the equivalent of adding 7,700 new customers without any appreciable capital investment.

Quota Reached on 28th Day of Campaign

The campaign quota of 1,200 units had been reached on the 28th day and the daily sales for the sixty-day period averaged 31 units. The average price of the units sold was \$250, which would make the sales of units alone during this period amount to \$465,000.

On a quota basis the Port Clinton division led the group with sales of nearly three times their quota. The Massillon division led in number of units sold with a total of 319.

The following table shows the quota and total sales of the various divisions and their standings based on a percentage of quota sold.

Std.	Division	No. Sold	Quota	Per Cent of Quota
1	Port Clinton	112	39	287.2
2	Massillon	319	162	196.9
3	Sandusky	222	119	186.5
4	Elyria	218	120	181.7
5	Warren	302	205	147.3
6	Mansfield	245	172	142.4
7	Ashland	87	70	124.3
8	Lorain	200	168	119.0
9	Alliance	148	145	102.1
Total		1,853	1,200	154.4

The prizes included membership in the Atlantic City and New York City clubs

which entitled the members to a free trip of several days duration to these two points. The representative of each division selling the largest number of units during the activity became a member of the Atlantic City club. The second in standing became a member of the New York City club.

Other clubs consisted of the "Yaller" Shoe club, Straw Hat club and 500% club. A. S. West of the Mansfield division won first honors among the representatives with sales of 60 units or slightly better than one unit for each working day. H. L. Foster of the Sandusky division won second honors with sales of 52 units and third honors went to R. P. Sproull of Warren with 47 units.

Members of Atlantic City Club

Representative	Division	Units Sold
A. S. West	Mansfield	60
H. L. Foster	Sandusky	52
R. P. Sproull	Warren	47
R. Bordeaux	Port Clinton	46
G. E. Ferrell	Massillon	45
D. M. Crandall	Lorain	40
V. O. Moore	Alliance	34
G. A. Robson	Elyria	33
R. A. Ackerman	Ashland	24

Members of New York City Club

Representative	Division	Units Sold
L. Y. Merritt	Massillon	42
J. C. Welsh	Alliance	32
R. L. K. Barnette	Warren	33
L. T. Burke	Port Clinton	31
E. F. Cheetham	Elyria	31
M. E. White	Sandusky	28
L. D. Lewis	Lorain	27
B. B. Warren	Mansfield	24
A. C. Whitacre	Mansfield	24
F. R. Otto	Ashland	23

The machines sold during this activity will be very substantially reflected in increased kilowatt hour consumptions and revenues of the Ohio group. It is estimated that the 1,853 machines sold will increase the present sale of this group in excess of 1,000,000 kilowatt hours yearly which will add approximately \$35,000 yearly to the gross revenue.

WESTERN ELECTROLUX BRANCH HOLD SALES SCHOOL IN CALIFORNIA

Fifty-two Southern California Gas Co. and Southern Counties Gas Co. salesmen recently attended the first gas refrigeration sales school ever held in the west. California Servel, Inc., the western wholesale branch of Servel Sales, Inc., manufacturers of Electrolux gas refrigerators, sponsored the school. A. L. Spring, president of California Servel, Inc., and W. T. Wyatt of the same organization, explained in detail to the salesmen the various phases of refrigeration manufacture.

Instruction in methods of selling gas refrigeration equipment was given and much attention centered around the activities of the Southern California Gas Co. in this field. J. E. Kern, refrigeration engineer of the company, presented a paper on "The Relation Between Sales and Service in Building Refrigeration Sales." Clyde H. Potter, general commercial agent of the Southern Counties Gas Co., addressed the school on the activities of his organization in gas refrigeration.

ABSOPURE NAMES FIVE NEW DISTRICT MANAGERS

Absopure Refrigeration Corp., Detroit, Mich., announces the appointments of five district managers for various territories. Frank W. Gray, formerly Absopure dealer in Denver, has been appointed district sales manager for the Pacific coast.

M. W. Stutzman has been named district manager in northern New York state, E. W. K'burg in the state of Ohio, and H. W. Loynes for Michigan territory. E. F. Brown has been appointed district manager in Oklahoma, Kansas and Missouri, with headquarters in Oklahoma City.

Gordon Prentice, Inc., Seattle, Add to Office and Display Facilities

Gordon Prentice, Inc., handling General Electric refrigerators, 1925 Fifth ave., Seattle, have taken over 3,000 square feet additional floor space, located in the store adjoining, at 1927 Fifth ave. Sales and display rooms are on the street floor, with the second floor devoted to offices and educational rooms.

STORZ ELECTRICAL REFRIGERATION CO., OMAHA, INCORPORATES

The Storz Electrical Refrigeration Company, Omaha, Nebr., is now incorporated under the laws of Delaware and will distribute G. E. refrigerators in Nebraska and the western third of Iowa. The election of officers held late in May resulted in Arthur C. Storz being chosen president; E. J. Nellor, vice president and general manager; Frank S. Howell, secretary; Henry Irwin of New York City, treasurer.

Arthur Storz has been in partnership with his brother, Louis H., in the auto supply business since 1918, and about April 1 sold his interest in the business to the brother in order that he might devote his whole time to the electric refrigeration business. Mr. Nellor has been in charge of General Electric distribution in Omaha for two years.

The corporation has secured offices and sales rooms in the Masonic Temple and will move to the new quarters about June 10. Mr. Storz announces that over \$10,000 will be spent in remodeling the new location. "The tremendous growth of General Electric refrigeration which has risen in sales to the top from forty-seventh place, is the reason I shall devote all of my time to this business," said Mr. Storz.

Holmes Men Attend Meeting Held at Mankato, Minn.

The Belmont Corp., Minneapolis, Minn., distributors of Holmes electric refrigerators, held a sales meeting at Mankato, Minn., on May 25. Salesmen of the Southern Minnesota Motor Supply Co. attended this meeting. E. M. Jacobson, manager of the refrigeration department of the Belmont Corp., and Mr. Saxton, of the Holmes Chicago office, attended the meeting.

Wayne

Electric Refrigerator



Every Day—

Thousands of men and women are going into stores like your own to see what's new in Electric Refrigerators! And many of them are asking about the new Wayne ... with its Automatic Cold Control!

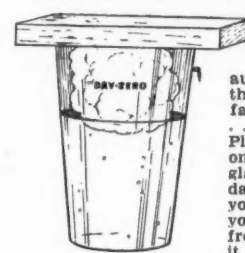
If you are interested in this Wayne Feature ... and the profitable Wayne Franchise ... Write Us.

WAYNE HOME EQUIPMENT CO.
Main Office and Factory, Fort Wayne, Ind.

Odor Troubles are Eliminated Operating Time is reduced 15% and Permanent Efficiency becomes a Reality in a DRY-ZERO Insulated Cabinet



Make This Moisture Test Yourself

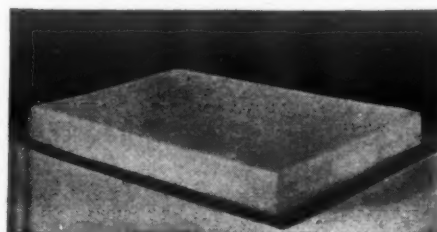


Dry-Zero does not absorb water. Tests by the University of Minnesota and other recognized authorities conclusively establish this fact ... For your own satisfaction, make this test yourself ... Take a glass 3/4 full of water. Place a small amount of Dry-Zero on top of the water, cover the glass and let it stand as many days, weeks, months or years as you wish. At the end of your test you will find the Dry-Zero as free from moisture as the day you put it in.

Through the many years that Dry-Zero has been used in railroad refrigerator cars its permanent efficiency has been conclusively established. The Dry-Zero in the walls will not settle or void. It cannot become water logged and decayed.

Consider these points from the standpoint of increasing your sales ... Any unit in a Dry-Zero insulated cabinet will operate more perfectly ... more economically and over a longer period of time.

Let us send you samples of Dry-Zero ... and more complete information. There is a scientific background behind each point of superiority.



The Dry-Zero Pliable Slab is easily installed and hermetically sealed in a single operation by pressure alone, due to the especially designed and patented sealing flange, found only in Dry-Zero. There is no waste or loss of time or labor. Dry-Zero will not swell, crack or settle.

tubular fibres resist moisture absorption. There is no opportunity for decay.

Operating time is reduced 15% due to the unusual insulating value of Dry-Zero. This reduction in wear means lower service cost. Notice the comparative tests by the U. S. Bureau of Standards. Dry-Zero is the most efficient insulant used in refrigerator construction.

—And permanent efficiency becomes a reality. For many years refrigerator salesmen have been faced with the question, "Will the cabinet lose its efficiency after a while?" There was no adequate answer. Now Dry-Zero answers it definitely ... No ... through the entire life of the refrigerator a Dry-Zero insulated cabinet will maintain its efficiency.

Dry-Zero Corporation
130 N. Wells Street
Chicago, Ill.

DRY-ZERO

Simplified

The smoothly running, efficient refrigerator brings big profits. Then deal with Electro-Kolds—with scores less parts, and with a record of seven years successful service behind them. Quick deliveries, low freight rates to Pacific Coast and Western trade. Write for our catalog. Electro-Kold Corporation, Spokane, Washington.

ELECTRO-KOLD

Since 1922—The Simplest Electric Refrigerator.

CABINETS BY
Seeger
SAINT PAUL

are being sold with

ELECTRO-KOLD

SINCE 1922 — THE SIMPLEST ELECTRIC REFRIGERATOR

Electric Refrigeration Exhibits Featured in Huge Auditorium

VARIETY IS KEYNOTE OF LARGE DISPLAYS IN ARTISTIC SETTING

By John H. Drittler

When electrical men congregate the air seems to be charged with an atmosphere of friendliness. Such was the atmosphere of the National Electric Light Association exhibition which bathed itself in the beauty and radiance of Atlantic City's greatest contribution to the convention world. Futuristic settings, glowing lights of variegated colors, highly polished pieces of equipment set in a lively background, all coordinated to give the exhibition unusual effectiveness.

The huge auditorium capable of sitting 41,000 persons was an exhibition in itself. Its plaintive yet attractive beauty proved to be a proper setting for such a large display of electrical appliances. One marveled at its immensity and the perfect acoustics within. At one particular instance when thousands were milling around the booths an individual was speaking from the stage. The sound of the commotion caused by the crowd was reduced to minimum while the voice of the speaker could be heard distinctly in the far corners of the auditorium.

Girl Controls Trains

As one ambled down the long lanes lined with displays he or she would see large gatherings centered about the booths that were featuring appliances in motion. At one particular booth I noticed a large number of people watching the antics of a young girl as she controlled the movements of an electrical train with her voice. Her sharp "Stop and Go" commands actuated or controlled the train's movements. Individuals smiled as her commands were not heeded at times. The youngster then proceeded to use her hands to stop the train and scold it for not behaving.

The ways of attracting attention are many but one concern always managed to have a crowd about its display, but really no one would blame a person for hanging around there. Favorite dishes of foreign countries were being offered to onlookers who relished the small portions of food with the greatest delight, thus proving that the greatest way to attract attention is through one's innate qualities.

Reducing Appliances Popular

Devices of all types were on display and when one makes a complete jaunt around the auditorium and views the offerings of more than two hundred manufacturers, he little wonders why the electrical industry has assumed the place of prominence it now occupies. Of particular interest this year was the exceedingly large number of reducing appliances on display. Where attractive models demonstrated the operation of these devices a large gathering could always be found.

Displays featured almost every conceivable type of electrical equipment. They included electric refrigerators, radios, vacuum cleaners, reducing machines, lamps, cords, motors, cables, switches, and many other devices which are too numerous to enumerate. Had the displays been placed alongside of each other they would have extended over a distance of more than a mile. A trip around the auditorium sufficed to keep the utility men in A-1 condition.

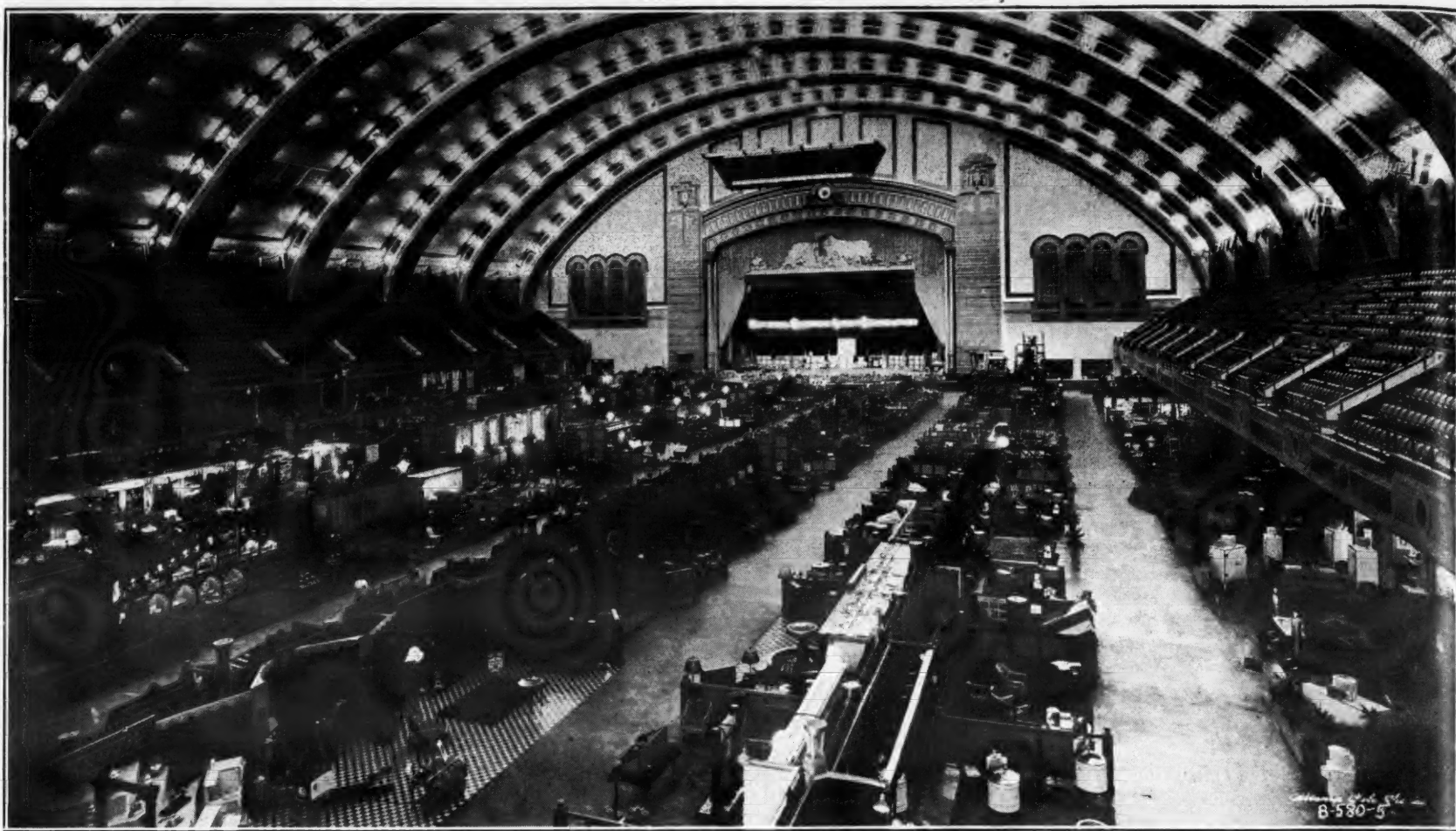
At each booth courteous attendants explained the operation of new equipment. Electric refrigeration men were especially eager to present the qualifications of their new products.

Refrigeration Lines Are Well Displayed

Displays of electric refrigerator manufacturers in most instances were somewhat larger than the average exhibit.

Every manufacturer in the refrigeration field had a representative portion of his line on display. Units in both commercial and domestic lines were featured. The domestic products included cabinets for installation in homes and apartments. Variety was the keynote of the commercial lines in which large refrigerators, walk-in boxes, display cases, ice cream cabinets, water coolers, soda fountains, ice makers, milk coolers, and many designs of cooling coils and condensing units were included.

The companies having displays were Frigidaire Corp., Dayton, Ohio; General



This view, obtained from the balcony of the new Atlantic City auditorium, shows only about half of the exhibits featured at the N. E. L. A. convention, June 3-7. The exhibition hall is 675 feet long by 351 feet wide and 135 feet high. The main auditorium chamber seats 41,000 persons, while 66,000 can be seated in the entire building. Directly above the stage can be seen the compartment which houses the loud speakers at that end of the hall. Another similar compartment is located at the opposite end of the auditorium.

Electric Co., Cleveland, Ohio; Kelvinator Corp., Detroit, Mich.; Copeland Products, Inc., Detroit, Mich.; Servel, Inc., Evansville, Ind.; Welsbach Co., Gloucester City, N. J.; Seeger Refrigerator Co., St. Paul, Minn.; Leonard Refrigerator Co., Grand Rapids, Mich.; Bohn Refrigerator Co., St. Paul, Minn.; Kulair Corp., Philadelphia, Pa.; International Nickel Co., New York, N. Y.; Savage Arms Corp., Utica, N. Y.; Wagner Electric Co., St. Louis, Mo., and the Electrical Testing Laboratories, New York, N. Y.

The sheer glistening white cabinets in the many displays seemed to give the exhibition an air of refinement. Many of the units were in operation and visitors were given the opportunity to see a variety of electric refrigerators in action. Water coolers were in operation and countless visitors stopped to partake of a cool, refreshing drink of electrically refrigerated water. At the General Electric booth the Gardner half-minute ice cream freezer was being demonstrated and crowds were always in evidence here due to the deliciousness of the frozen desserts which were not only appealing to the eye but satisfying to the palate.

RECENT INSTALLATIONS

Arch Electric Co., Portland, Ore., has secured a contract from George E. Reed to install General Electric refrigerators in five large apartment houses. The first of these buildings is now completed, and the second and third are now under construction. The entire group will contain approximately 125 apartments.

Hines Co., Baltimore, Md., distributors of General Electric refrigerators, have installed a General Electric refrigerator on the veteran coast guard cutter, "Manning."

City Drug Co., Alexandria, Ind., have installed an 18 cu. ft. Frigidaire cabinet in the Antler Cafe in Alexandria.

Kissel Bros. have installed a Stanley Knight fountain equipped with a Frigidaire unit in the Hartford Sweet Shop in Hartford, Wis.

Filtrine High-Efficiency Water Filters for All Electric Coolers

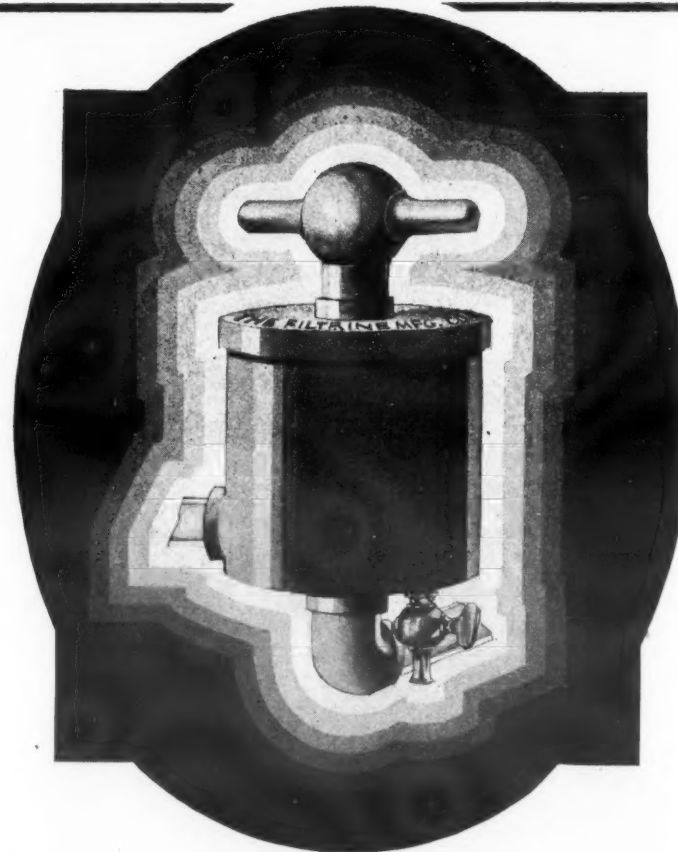
FILTRINE Filters eliminate scale, rust, sediment, and all suspended matter from tap water. Simple in design, yet amazingly efficient the FILTRINE Filter transforms water into that inviting crystal clearness of the mountain spring.

Electric water coolers make water cold . . . but water should be clear and clean as well! and it can, and will be with FILTRINE . . . the Filter of the Future!

FILTRINE, used as Standard by the world's largest distributor of electric water coolers, means pure, clean water . . . and pure, clean water is your secret of success.

FILTRINE Filters, the result of 25 years of filtration engineering experience, are sold at a volume price.

"FILTRINE HIGH CAPACITY COOLERS ARE FACTORY APPROVED BY SERVEL AND KELVINATOR CORPORATIONS"



FILTRINE Filters are suitable for use with

FRIGIDAIRE,
SERVEL,
GENERAL ELECTRIC,
KELVINATOR,
RICE,
COPELAND,
AND ALL MAKES OF ELECTRIC COOLERS AND DRINKING WATER SYSTEMS

FILTRINE MANUFACTURING CO.

53 LEXINGTON AVE. BROOKLYN, N. Y.

MANUFACTURERS OF COOLERS AND FILTERS OF ALL SIZES

—PROTECT YOUR DELIVERIES

Lansing Refrigerator Covers are made to completely cover all exposed surfaces—giving full protection against costly damage.

Samples of materials and prices on request.

LANSING SALES CO.

170 Harrison Ave., BOSTON, MASS.

LANSING PADDED MOVING COVERS



Prominent Men on Boardwalk at N. E. L. A. Convention



Above, first row, left to right, E. H. Culver, Servel, Evansville; V. E. ("Sam") Vining, Servel, Evansville; M. D. Rowe, Servel, New York; B. O. Brown, Servel, New York; G. W. Mason, Kelvinator, Detroit; J. A. Corcoran, New York; W. G. Seeger, St. Paul; C. A. Muessel, Seeger, New York. Second row, left to right, D. W. Hamilton, Belding-Hall, Belding; F. S. Gibson, Jr., Greenville; C. J. Gibson, Greenville; L. V. Whitney, Gibson, Greenville; L. L. Biche, W. P. White, General Electric, Schenectady; J. A. Corcoran, Kelvinator, New York; F. M. Cockrell, Electric Refrigeration News, Detroit; W. J. Daily, General Electric, Cleveland; A. C. Mayer, General Electric, Cleveland; F. M. Corliss, General Electric, Cleveland; O. C. Hamilton, General Electric, Cleveland, Ohio; M. F. Mahoney, General Electric, Cleveland; G. J. McLeer, Seeger, New York; A. R. Johnson, Seeger, Boston; J. J. Leonard, Seeger, St. Paul; Gordon Wootton, Seeger, Philadelphia.

DEALERS MEETING HELPS G. E. MAN SELL MACHINE EVERY DAY

Will W. Little, Indio, Calif., dealer for the George Belsey Co., distributors for the General Electric refrigerator, is well satisfied as to the value of dealer's meetings.

During the first 20 days of March, Mr. Little sold just one refrigerator. On the 20th he drove 150 miles to Los Angeles, attended a spring dealer's meeting, and drove back the next day. All fired up with enthusiasm, he sold and

delivered nine electric refrigerators in the nine remaining days in March.

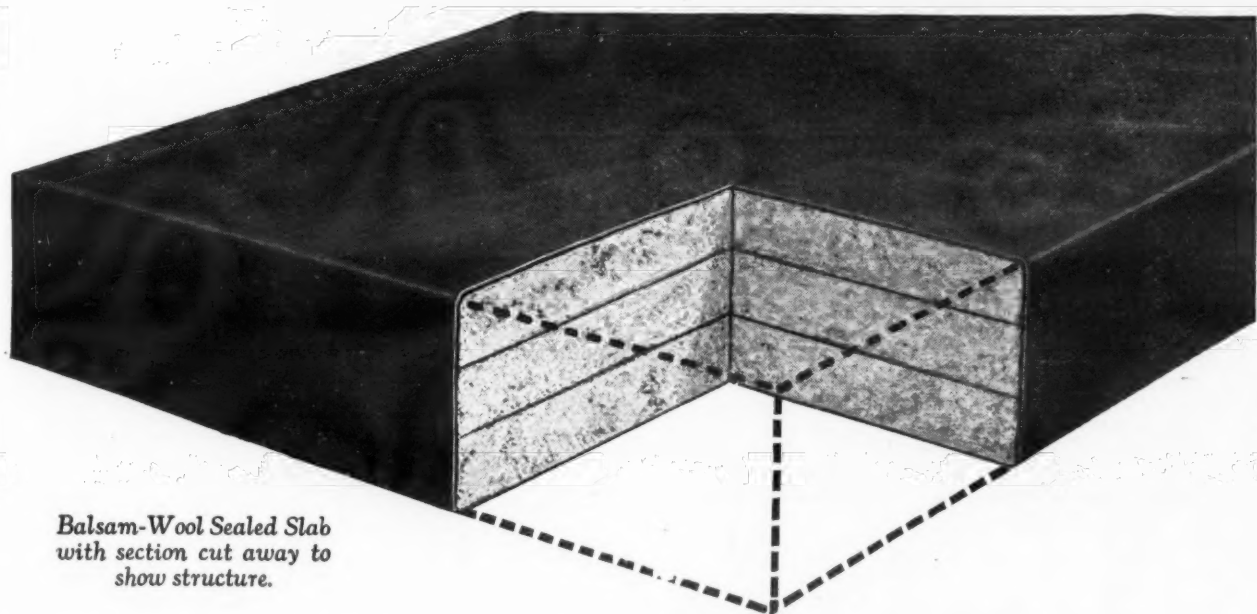
Dealer Little continued the one-a-day streak throughout the month of April, and sold and delivered 30 refrigerators, selling the last three on April 30.

Service Utility Now Handling Frigidaire in Rhinelander, Wis.

The Service Utility Co., Rhinelander, Wis., has taken over the Frigidaire business of A. DeMunck in Rhinelander. Officers of the new concern are John C. Kocian and Louis Johnson.

Balsam-Wool Sealed Slabs

—practical insulation for Mechanical Refrigerators



Balsam-Wool Sealed Slab with section cut away to show structure.

BALSAM-WOOL Sealed Slabs are economical, efficient, commercial insulation made into practical form for mechanical refrigerators. An old time-tried product in a handy, efficient form.

To the high insulating efficiency of flexible Balsam-Wool has been added the ease of handling and installation of rigid insulating materials, giving the desirable features of both.

Balsam-Wool Sealed Slabs are composed of layers of standard Balsam-Wool in a semi-rigid frame enclosed

in a hermetically sealed, waterproof wrapper to protect against condensation. The average thermal conductivity of Balsam-Wool does not exceed 6.0 B.t.u. per sq. ft. per 1 in. thickness, per 24 hours, per 1° F., difference in temperature, making it an exceptionally efficient insulant.

Balsam-Wool Sealed Slabs are available in any size and ready to install. Let our engineers aid you in working out the economical production of a more efficient refrigerator. Write us.

WOOD CONVERSION COMPANY

Insulation Division of Weyerhaeuser Forest Products • Mills at Cloquet, Minnesota

Industrial Sales Offices: 360 N. Michigan Avenue, Chicago

101 Park Ave., New York

938 National Press Bldg., Washington, D. C.

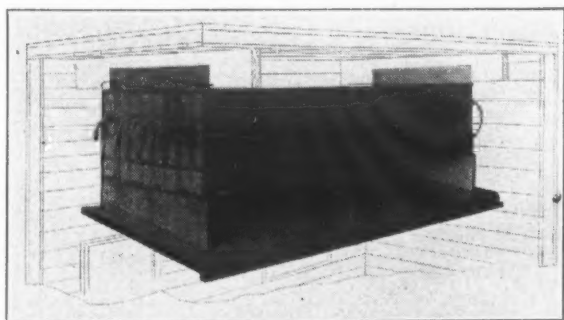
3084 West Grand Blvd., Detroit, Michigan

Manufacturers of Balsam-Wool Insulation for Domestic Refrigerators, Motor Buses and Airplanes; Balsam-Wool Refrigerator Car Insulation and Steel Car Insulation; Balsam-Wool Standard Building Insulation

Announcing A REVOLUTIONARY ACHIEVEMENT in the NEW

McKEAN ZERO SECTIONS

For Coolers Built With or Without Bunkers



Showing Four Zero Sections Assembled with Standard Baffles, Suspended on Cross-sills in Cooler.

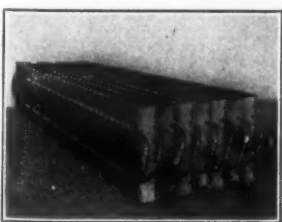


Illustration showing how you may assemble Zero Sections into cooling units of any desired capacity by attaching spacers and joining special unions. Note the light and simple construction and free air passage between plates.

WRITE FOR BOOKLET:
"Now—Perfect Commercial Refrigeration"

McKean Zero Sections

ASSURE
High Efficiency
Certainty of Performance

THROUGH
Exceptional air circulation
No frost accumulation
100% Vertical Surface

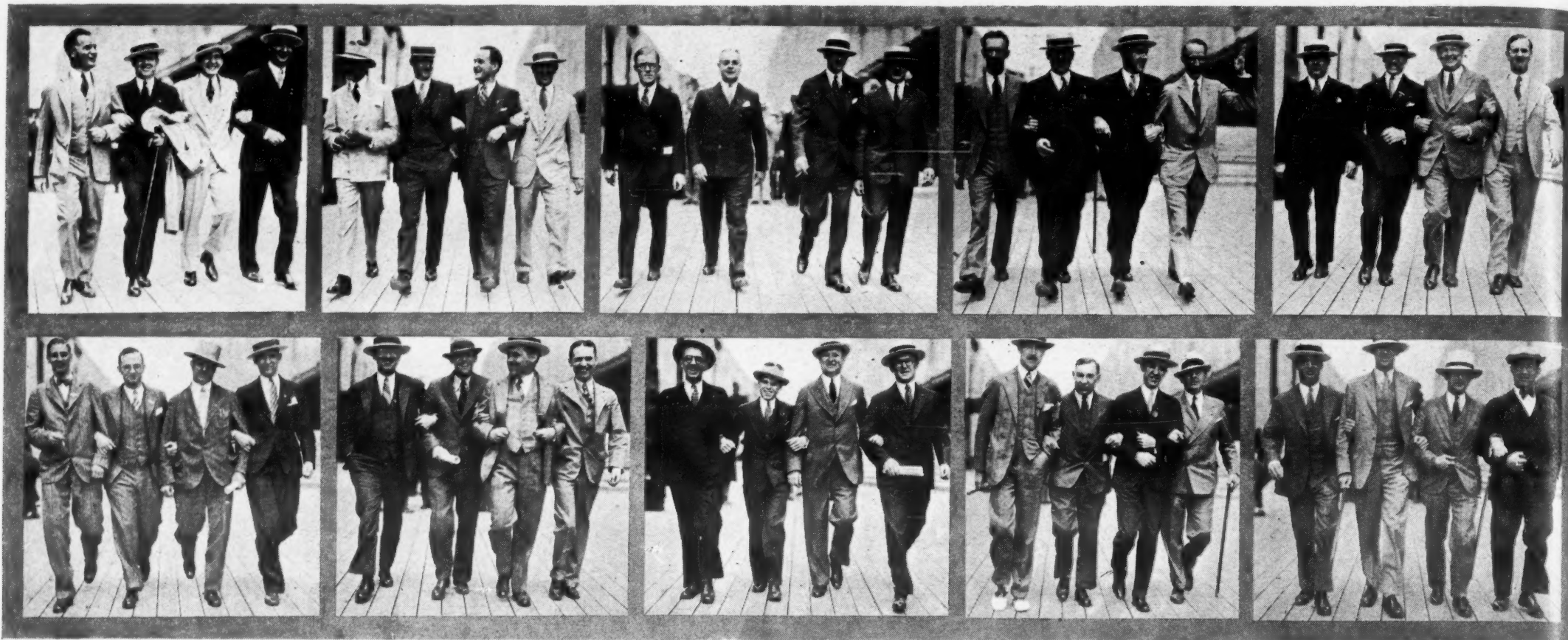
RESULTING IN
No Dehydration
Low Operating Cost
Constant Low Temperature

AND MEET ALL NEEDS BECAUSE
They come in sections
Low Installation cost
Standardized baffles furnished
if desired

NOW AVAILABLE TO
Manufacturers—Distributors—
Dealers

THE McKEAN COMPANY
5927 Baum Boulevard, PITTSBURGH, PA.

Unconventional Snaps of Refrigeration Men at Atlantic City



Above, first row, left to right—W. R. Winans, Frigidaire, New York; G. S. Jones, Frigidaire, Dayton; J. K. Knighton, Frigidaire, Dayton; C. T. Mutchner, Frigidaire, Dayton; Rex Cole, General Electric, New York; W. G. Seeger, St. Paul; R. G. McCord, Bohn, St. Paul; L. W. Driscoll, General Electric, Cleveland; H. C. Whitmore, Kulair, Philadelphia; J. H. Knight, Frigidaire, New York; E. D. Doty, Philadelphia; George Nelson, Wagner Electric, Chicago; H. B. Keath, Wagner Electric, St. Louis; J. T. Coventry, Frigidaire, New York; C. L. McCrea, National Electrical Supply Co. (General Electric), Washington, D. C.; P. B. Zimmerman, General Electric, Cleveland; H. W. Burritt, Kelvinator, Detroit; Earl Lines, Kelvinator, Detroit. Second row, left to right—M. T. Bard, General Electric, Cleveland; F. M. Corliss, General Electric, Cleveland; M. J. Gouloze, Leonard, Grand Rapids; J. T. Dickson, General Electric, Cleveland; J. M. Fernald, Kelvinator, Detroit; Unidentified; J. J. Leonard, Seeger, St. Paul; V. C. Woodcox, Kelvinator, Detroit; Harry Underwood, Kelvinator, Detroit; W. G. Reilly, Kelvinator, Philadelphia; J. H. Neebe, Campbell-Ewald, Detroit; C. J. Baker, Kelvinator; Raymond Zindle, General Outdoor Adv. Co.; R. M. Martin, Kelvinator, Detroit; H. N. Felton, Wagner Electric, New York; B. C. Wilson, MacManus, Inc., New York; P. H. Puffer, Leonard, Grand Rapids; W. A. Bowen, Jr., Leonard, Grand Rapids; Richard Fassnacht, Leonard, Grand Rapids; Weston Vogel, Savage Arms, Utica.

ELECTRIC REFRIGERATOR INSTALLED IN UNIQUE AIRPORT RESTAURANT

By Rollin Jonathan Fairbanks

Following an unusual design, which is believed to be original, a combination restaurant and tea room has been built at the municipal airport of Watertown, N. Y. This restaurant is built in the shape of a large cabin biplane and has a wing-spread of about sixty feet.

A small dining room extends from the nose to about the center of the fuselage, or airplane body; a broad counter separates this part from the kitchen, behind which is a supply room. The wings serve as porches, and chairs and tables are

placed out there in good weather for the convenience of the patrons.

Included in the kitchen equipment, besides an electric stove and several minor electrical appliances, is a small electric refrigerator of a well-known make which the proprietor, C. C. O'Riley, says, "is invaluable."

"The expense and trouble of getting ice out here," Mr. O'Riley explained, "makes it nearly prohibitive. The airport is six miles from the city and, well, you can't beat that!" He pointed to his electric refrigerator with pride.

Now not only visitors to the field and air transients are taking advantage of the airplane restaurant's service, but hostesses through arrangements with the proprietor are serving luncheons for their guests immediately upon their arrival by air at the airport.

A fast delivery,
a clean delivery, and a
delivery costing less . . . always

The experience of many refrigerator dealers with
the Webb Slingabout warrants this statement

Since its introduction to the trade some twelve or thirteen months ago the Webb Slingabout has proved itself of value in increasing net profits by lessening expense.

A heavy canvas jacket thickly padded with cotton and lined with flannel—and a harness of 3-ply canvas belting, sewed and copper riveted at the connections and reinforced at the buckles by $\frac{1}{2}$ " sole leather—the Slingabout is the ideal device for insuring safe and economical delivery to the consumer.

It protects the refrigerator's fine finish—even delicate porcelain—against marring. It protects the home into which the delivery is made. It facilitates handling, and makes pos-



sible more deliveries per working day. And it is so tough and durable that it will serve time and time and time again.

Slingabouts are made for every type and size of refrigerator. Tell us what line you handle and we will quote you prices. Charles J. Webb & Company, 116 Chestnut Street, Philadelphia, Pa.

WEBB
Slingabout

REFRIGERATION is served by three independent industries, each aggressively competing for leadership.

Misgivings still remain from the early days of mechanical refrigeration. These can be effectively removed by the manufacturers and distributors of electrical refrigeration units through the use of impartial test data. Test reports will prove highly effective in creating the faith and confidence needed to hold and increase business.

Electrical Testing Laboratories offers its facilities to the electrical refrigeration industry that it may Know—by Test and prove—by test that it merits the favor of central station merchandisers, distributors and the public.

Know—
by Test

Electrical Testing Laboratories
80th Street and East End Ave.
New York N.Y.

Can You Find Yourself in These Convention Photographs?



Above, left to right—F. W. Brack, Electric Refrigeration News, Detroit; K. S. Baxter, Copeland Refrigerator Co. of N. Y., New York; F. T. Williams, Copeland, Detroit; Gordon Wootton, Seeger, New York; J. J. Donovan, General Electric, Cleveland; W. E. Landmesser, General Electric, Cleveland; W. M. Timmerman, General Electric, Cleveland; G. S. Miller, General Electric, Philadelphia; A. D. Farrell, Frigidaire, Dayton; E. S. Lape, Kulair, Philadelphia; J. A. Borland, Frigidaire, New York; A. A. Jones, Frigidaire; H. A. DeLashmuth, Electric Refrigeration News, New York; J. H. Neebe, Campbell-Ewald, Detroit; K. S. Baxter, Copeland Refrigerator Co. of N. Y., New York; A. M. Taylor, Copeland, Detroit; R. W. Piper, Wagner Electric, St. Louis; H. L. Nagel, Wagner Electric, St. Louis; P. L. Lewis, Wagner Electric, Kansas City; G. R. Cullen, Kelvinator, Detroit.

DEALERS' ACTIVITIES SHOULD DETERMINE UTILITIES POLICIES

NORTHWEST ELECTRIC LIGHT AND POWER ASSOCIATION
1206 Spalding Building
Portland, Oregon

May 20, 1929.

Electric Refrigeration News,
Detroit, Mich.

I have your letter of the 9th concerning central station merchandising methods as applied to refrigeration, and realize that it is a little late to expect my reply to have any bearing, but nevertheless I do not want to let your inquiry go unanswered. I do not propose to give you my opinion since I do not wish to pose as an authority on the subject, nor to attempt to act as spokesman for the central station companies in this geographic division. I do not hesitate, however, to tell you a few general facts as I understand them about the situation in this territory.

Some of our member-companies are actively engaged in merchandising one or more makes of electric refrigerators, some are not merchandising any make; practically all, however, cooperate in one way or another toward the promotion of this appliance in the territories they serve. In general, it may be said that those companies serving the larger cities, where a good job is being done by other refrigerator dealers, are less aggressively engaged in the refrigeration business than those companies serving the smaller towns and rural communities; or perhaps it would be more correct to say that the companies most active in the refrigeration business are companies serving communities in which a relatively inadequate job is being done by other refrigerator dealers. The merchandising policies of central station companies in this territory as elsewhere have always been influenced to some extent by the kind of a selling job being done by electrical appliance dealers, since they are as you know interested primarily in realizing the maximum benefits to be derived from a good saturation of appliances rather than in the merchandising profit on those appliances.

Further, I think it is correct to state that there has been very little complaint against any of the central station companies in this territory selling refrigeration, or against the manner in which they have sold it. All the companies now selling electric refrigerators are using methods, prices and terms quite comparable to the methods, prices and terms under which the other dealers are operating.

BERKELEY SNOW,
Secretary.

EXHIBIT ON MEZZANINE OF THEATRE GAINS ATTENTION

Electric refrigerators were displayed recently for a week on the mezzanine floor of Loew's Victory Theatre, Evansville, Ind.

The beautifully appointed lounge provided an effective setting for the exhibits and dealers reported good results. Salesmen were present to interest theatre-goers in electric refrigeration before and after performances.

Exhibits were shown by the Refrigeration Products, Inc., Frigidaire; the A-1 Building Material Co., Kelvinator; Southern Indiana Gas & Electric Co., Servel and Electrolux; and the Electric Refrigerator Co., General Electric.

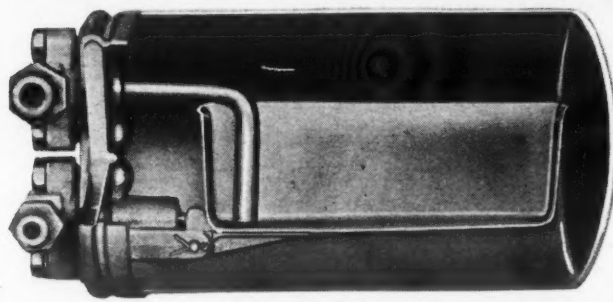
Utilities Engineering Inst. Moves To Larger Quarters

The Utilities Engineering Institute announces the removal of its offices from 3120 North Clark St. to larger quarters at 4403 Sheridan Road, Chicago, Ill.

FEDDERS

STANDARD APPLIANCES

NEW PAN FLOAT VALVES



PHANTOM VIEW

Pan Float Valves

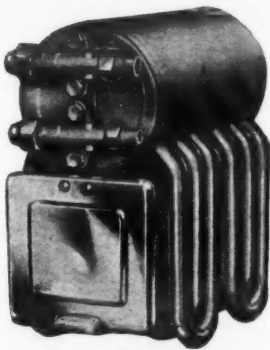
Engineers will appreciate the many advantages offered by this "Pan" type float valve. Pressures are equal on all sides of float, and by removing the liquid shut off valve the fine mesh screen, valve seat and valve needle may be removed for repairs or renewals. The same float is used for both Sulphur Dioxide and Methyl Chloride.

There is a quiet zone in the float where no boiling takes place, and oil which may be in solution or floating on top of the refrigerant carries over into the float in the form of bubbles or by capillary attraction.

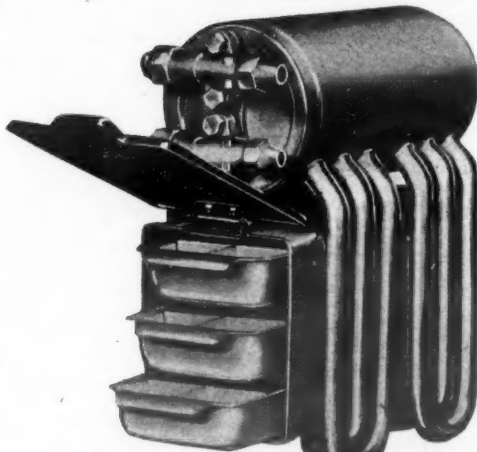
There are 60 standard evaporators for both commercial and domestic application.

Multiple Installations

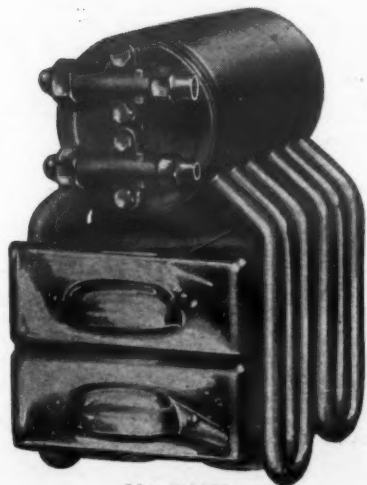
The designs shown here illustrate three sizes of evaporators, which are especially suited for multiple installations, or small cabinet assembly. This splendid operating mechanism not only is more efficient in operation than other types, but owing to economies of construction they are lower in cost.



No. K02



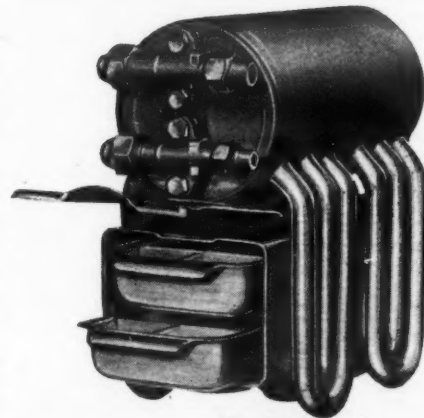
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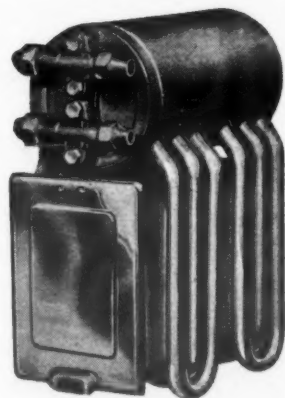
No. K03X



No. E-5



No. K02



No. K03

WRITE
OR WIRE
FOR LATE
BULLETINS
ON
STANDARD APPLIANCES

FEDDERS MFG. CO.

Buffalo, N. Y.

F. B. RILEY
Factory Representative

320 Beaubien St., DETROIT, MICH.

Standard Appliances

(sold only to refrigerating machine manufacturers).

ELECTRIC REFRIGERATION NEWS

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JUNE 19, 1929

Engineers and the Code

UNDER the leadership of Professor Arthur J. Wood the American Society of Refrigerating Engineers holds its annual Spring Meeting at Pennsylvania State College this week. Association with the class room and laboratory will, no doubt, have its effect in renewing the satisfaction which comes from scientific accomplishment. The atmosphere of campus and dormitory will, perhaps, stimulate recollections of college days and bring a new appreciation of the significance of sportsmanship in all forms of competition.

It is to the credit of engineers as a professional group that they are able to surmount the barriers which commercial competition erects between business organizations, in order to exchange ideas and experience and thereby accelerate the advancement of the industries they serve. It is noteworthy that in the electric refrigeration field, during a period of nearly two years, the engineers connected with leading manufacturing companies provided the only cooperative tie between the corporate units of the industry. A conversation between two executives is recalled in which the statement was made, "Well, our engineers are cooperating even if our sales managers won't."

Various explanations may be given to account for the ability, or willingness, of engineers to cooperate. The consciousness which comes to the engineer of the limited boundaries of all human knowledge, in comparison with the great unknown which lies beyond, prevents him from placing too high a value on the few facts which he has been able to uncover by his own efforts. He feels the futility of hovering over a bit of knowledge when so much remains for the inquiring mind to explore. In contrast, sales-minded men will often guard an untried idea as if it were the key that would unlock the economic secrets of the ages.

The engineer has an advantage, it is true, in such cooperative activities as that of standardization. The problems under consideration have to do with tangible things. It is not difficult to see the advantages to be gained by agreement upon a program which will eliminate the confusion of too great a variety in sizes of component parts or grades in materials used. Furthermore, executives in control of policies are quick to give their approval to any measure which will promote production economy.

Sales managers, on the other hand, have a difficult field for cooperative effort. They are expressly prohibited by law from reaching agreements on matters which most vitally concern them—particularly prices and terms of sale. The considerations as to what constitute ethical practices in selling are most complex. Even when principles are agreed upon sales managers often confess their inability to control representations made by their subordinates in the field. It has been pointed out that the advertising managers can more readily arrive at a basis for cooperation since their messages are presented in the form of the printed word and they may, therefore, be held responsible for any breach of the agreement.

Referring once more to the engineer's reputation as a cooperator, the failure to establish a satisfactory safety code, after the expenditure of so much time and effort, seems to put a serious question upon the ability of the engineer to solve one problem of vital importance to the industry. It is our belief that the engineers would have found no great difficulty in reaching an agreement as to what constitutes a full measure of protection to the public if they had been unhampered by commercial considerations in their study of this problem. The insistence of executives that safety regulations be so drawn as to protect the investment in existing designs and the efforts to use the code as a means of embarrassing new competition, have been allowed to confuse the issue.

It is up to the engineers, we believe, to take a stand that will justify their professional position and put through a code which will serve the only purpose required of it—that of protecting the public against undue hazards to safety. The code is an engineering job and refrigerating engineers will lose an opportunity to advance themselves and their profession if they fail to measure up to this situation.

"We shall not cut prices"

A Statement of the Merchandising Policy of the New York Edison Company by M. S. Sloan, President of the Company and President of the National Electric Light Association.

IN ENTERING the merchandising field the New York Edison Company will enter it honestly, honorably and fairly. Perhaps that doesn't really need to be said, but I want to enter it on the records and to say it emphatically.

We shall not cut prices or do anything else, directly or indirectly, to place any contractor or dealer under unfair competition.

We shall endeavor to stimulate this branch of our business by advertising as we do other branches of our business. I believe this advertising will be of such character as will result in sales of electric merchandise not by us alone but also by others who carry such goods. If it does, we shall be glad to feel that our new course is of benefit and profit to others in the industry as well as to ourselves.

Our interest as a public utility, supplying electrical service is and always will remain primarily in the increased use of current. Our efforts in the merchandising of apparatus will be directed and shaped to that end. The more current-using devices sold—by whoever makes the sales—the more electricity will be used and the more value the public will get out of electric service.

Weather Affects All Business, Asserts Detroit Bureau Chief

Well Established Trades Employ "Weather Engineers" to Normalize Effect on Sales

An Interview with Norman B. Conger
By G. F. Taubeneck

"WEATHER is one of the greatest single factors in modern business," maintains Norman B. Conger, veteran chief of the United States Weather Bureau in Detroit. "Every old and well established business has learned that weather conditions vitally affect both the sales and production of their products. That the electric refrigeration industry has taken notice of the weather factor is only to be expected."

Following up the editorial in the June 5 issue of the News, "The Weather and Sales," Mr. Conger was sought out in his office high up in Detroit's Majestic building. The search was fruitful, for the white-haired head of the Detroit Weather Bureau knew all about the effect weather had on business, and something about the steps "weather engineers" were taking to equalize moisture and temperature fluctuations.

Mr. Conger is consulted daily by sales and production managers from many types of business. Grocers, haberdashers, wholesale produce houses, automobile sales managers, men's and women's clothiers, druggists, bankers, restaurants—these groups are but a part of the horde of inquirers who keep the telephone wires to the Detroit Weather Bureau office hot.

Clothiers Watch Weather.

"Clothing merchants learn in advance of the approach of hot, cold, rainy, or dry spells," says Mr. Conger, "and they lay in stocks accordingly. If a hot period is interrupted by storms or cooler weather, mohair suits and panama hats won't sell. Clothiers must trot out their felt hats and old reliable blue serges."

"The same conditions affect the druggist. If rainy weather comes to town, the corner drug store rapidly depletes its stock of medicine for colds. Increased ice cream sales accompany hot days, and the wise druggist orders freckle creams, bathing caps, and electric fans along with fountain syrups."

"Everybody finds his business varies according to changes in the weather, and most concerns vary or change their plans correspondingly. Market quotations, for instance, react to daily weather reports."

"I haven't seen a paper today, but I will be willing to wager that the market price of eggs is up. Why? Because a cold wave hit western sections of the country, where eggs are produced in great quantities. Hens do not lay so many eggs in cold weather; hence the market quotations immediately move upward."

Auto Sales React.

"Automobile sales managers check sales reports from various districts with weather charts for those regions. If a certain section has had an abundance of rain, he will likely excuse the corresponding decrease in sales on that ground, for prospects don't buy automobiles readily in rainy weather."

"Bankers regulate their loans, especially to farmers, by weather forecasts and crop predictions. Candy salesmen find the going rough in hot weather."

Proprietors of amusements, both outdoors and indoors, find that their profits follow the barometer and thermometer. And so it goes.

Weather Engineers at Work

"The day is past, however, when business men and producers of all sorts are passively accepting the changes that weather fluctuations bring in the sales of their commodities. Weather engineers have been brought into the picture. It is the job of these men to discover ways and means of keeping sales and production up to normal in spite of the weather; and many of them are succeeding."

"Without a doubt the electric refrigeration industry will also solve the problem that weather has brought it. Weather changes will also be with us; and it is up to the alert business man to meet these changes with a corresponding shift of tactics."

CORRECTION

The refrigeration committee of the metropolitan New York section of the National Electric Light Association reports the following correction in its annual refrigeration report which appeared on pages 5 and 12 of the June 5 issue of the News.

The fourth last paragraph of the report on page 12 should read, "The committee has been conducting a study of the relative merits of the central plant, brine circulatory system of refrigeration, the multiple system (not permitted in apartment houses in New York City) and the individual units."

Engineering Students Hear Talk on Electrolux Refrigerators

A talk on Electrolux refrigerators was given before the Engineering School of Michigan State College, East Lansing, Mich., on May 15th by Herman Ely, Jr., of Servel Sales, Inc. Members of the engineering classes evidenced a great interest in gas refrigeration and are devoting a considerable period of time to its many phases.

New Concern to Handle Electric Refrigerators in Rock Island, Ill.

Kelvinator Interstate, Inc., Rock Island, Ill., has been formed to handle electric refrigeration equipment. Officers of this concern are Otto A. W. Niermann, Louis L. Pease and Pauline E. Campbell.

ALABAMA POWER CO. HITS HOME STRETCH IN SIX WEEKS DRIVE

SIX hundred and twenty-eight General Electric refrigerators were sold by the Alabama Power Co., Birmingham, Ala., during the first three weeks of its refrigerator drive, which opened on May 20 and closes on June 30. A bogle of 1,000 units has been set up and at the half-way mark the sales total \$211,504.95 or 62.8 per cent of the quota.

Owners of electric refrigerators are playing an active part in the drive. Each owner is given \$5.00 for the name of a prospect which results in a sale. The general plan of the advertising program being carried out this year is described by A. B. Collins, manager of the merchandising division.

"In 1928" Mr. Collins said "we sold well over a thousand electric refrigerators and this year we will sell several thousand. Our system is scattered over several hundred communities over the state and is served by some eight-five small merchandise stores. We have approximately 70,000 meters."

"The scattered nature of our system, of course, creates problems of publicity, advertising, installations and demonstrations that are somewhat different as compared with one large city, of say 70,000 meters. In other words, we cannot accomplish as intensive and systematic a job of publicity as could be done in one central area."

"In the matter of publicity we always count heavily upon local newspaper, ads, which form the basis of our publicity for any campaign, and we look upon them as the best means of reaching the greatest number of citizens at their leisure. Last year we supplemented the newspaper program with airplane advertising. This year we are not repeating the use of the airplanes because we decided to use all available funds for the attractive broadsides and other advertising offered by the manufacturer. We are also going strongly after the direct mail advertising."

CAVE MEN NEEDED NO REFRIGERATION; THEY LIKED GERMS

From "Quota Buster," George Belsey Co., Los Angeles, California.

ABOUT five hundred thousand years ago an ambitious sheet of ice crawled down from the polar twilight and blanketed everything from the fickle climate of Florida to the subdivision of California. It snapped its icy lobes in defiance at the burning sun and stretched out to do a Rip Van Winkle in the very parlor of its bitterest enemy.

It was an embarrassing con for the sun, and likewise for the first tarzan-like refrigerator salesman. To even suggest refrigeration, let alone sell it, invariably provoked a storm of snowballs and icy missiles from the irate Amazonians, whose chief worry lay in keeping the ice-floes out of baby's bathwater. Five hundred thousand years ago, therefore, was no time to keep the pack of wolves from the door by marketing refrigeration. The opportunity is much better today.

Five hundred thousand years ago people could eat all the germs and bacteria they wanted and babies often cried for more. Homo-sapien's constitution could wrestle all comers from the sneaky flu germ to the powerful smallpox microbe. There was no thought whatever at that time of passing laws to compel deadly germs to carry red lanterns in order that people might recognize and shun them. The populace, in fact, cultivated bacteria on purpose to add flavor and piquancy to their foods. That was no time to stress the health argument. The opportunity is much better today.

There are many other reasons why five hundred thousand years ago was no time to sell refrigerators. About one hundred percent of the homes, for example, were not wired. Furthermore, money was scarce and a salesman would often be forced to accept a dinosaur carcass as payment, or some leather lingerie.

To tell people at that time that a cabinet would last a lifetime, and the unit on top from twenty-five to thirty years, was mirth-provoking, because lifetime spans were too indefinite. There was considerable ill-feeling and at any moment the back of an unsuspecting person's head might be heartily kissed by the bludgeon of an affectionate next door neighbor. Or a person might suddenly find himself invited to luncheon with a lion. Lifetime spans were too indefinite to sell lasting refrigeration.

Even with automobiles, the opportunity is better now. Many less meaty arguments also abound, such as the fact that floors were made of dirt and women never worried about the iceman making tracks, and she never had to wait for delivery because she never went to town. If she did, there were plenty of Ormisians around to prevent her from returning.

To sum up, the sale of General Electric Refrigerators offers an opportunity for me because the time is ripe.—Clark C. Richardson.

PRESIDENT HOOVER LAUDS ARBITRATION PLAN IN BUSINESS

GREETED by a message from President Hoover, the American Arbitration Association, at 521 Fifth Avenue, New York City, formally opened its National System of Tribunals in 1650 cities and towns of the country recently. A reception of friends of arbitration by the Association's directors preceded a half hour speaking program which included talks by William C. Redfield, former secretary of commerce, Julius H. Barnes, Willis H. Booth, Charles L. Bernheimer, Charles H. Tuttle, United States district attorney, Judge Moses H. Grossman and Lucius R. Eastman, president of the Association, who served as chairman. A message from Herbert Bayard Swope was read by Mr. Eastman.

"Arbitration of commercial disputes in place of avoidable litigation," President Hoover wrote, "increases business efficiency by promoting good-will and mutual confidence. Expeditious, regular settlement of business controversies within industry itself, by its own experts, is fundamental, but machinery is needed to make it effective. The American Arbitration Association provides a practical mechanism through which the method can be applied. I wish the fullest success to the business men meeting under the auspices of the Association to discuss this useful subject."

"There has been unavoidably a growth of the arbitration idea and it has taken such hold on the popular fancy," declared Charles H. Tuttle, United States district attorney, "that the initial reluctance of the courts to recognize this new method of settling disputes has been overcome and throughout the United States there came to be in the separate states attempts at establishing an enforceable system of arbitration and that movement has so developed that finally it was taken up under the auspices of this Association by the Federal Government itself, and incorporated in a modern statute known as the Federal Arbitration Act."

Speed, Economy and Justice in Arbitration System

Speaking on behalf of the legal profession, former Judge Moses H. Grossman, honorary president of the American Arbitration Association, expressed the pride of the bench and bar that the significant milestone marked by the ceremonies had been reached. He declared that more attorneys day by day are seeking out arbitration tribunals for the settlement of differences in which their clients are involved because of the obvious speed, economy and justice of the system of arbitration the American Arbitration Association provides.

The activities of the trade associations in assisting the American Arbitration Association in the correlation of all arbitral facilities were praised by Charles L. Bernheimer, chairman of the Arbitration Committee of the New York State Chamber of Commerce, who is one of the pioneers in the arbitration movement in New York. He stressed the fact that the Association's far-flung activities range from the fish hatcheries of Maine to the grape growers of California, from the American Bankers' Association to the National Hay and Grain Association, among four hundred others of national significance. He stated that the tribunal facilities of the Association now established in 1,650 towns and cities employing the uncompensated services of 6,000 arbitrators are available at all times to the public as well as members of trade associations.

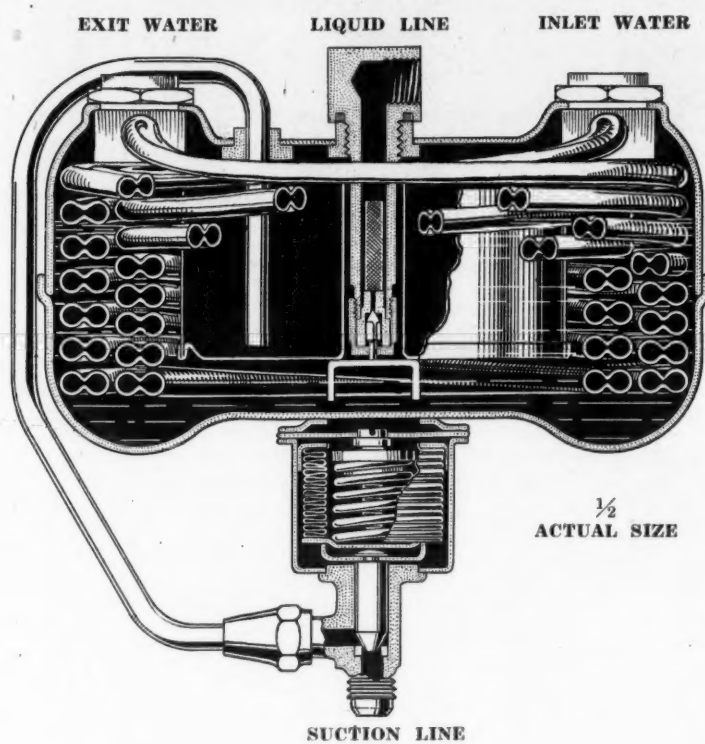
Arbitration facilities are equally available throughout the nation, Mr. Eastman explained in describing the work of the New York Tribunal which settles business controversies by submission of issues to expert business judgment. The award of arbitrators, he said, possesses the legal finality of a court decision.

PARKER COMPANY REPORTS NUMBER OF WESTERN JOBS DURING MONTH OF MAY

The Parker Ice Machine Co., San Bernardino, Calif., reports that during the month of May they have had an unusual large number of desert jobs. These include numerous installations of refrigeration in new restaurants, meat markets and a new hotel in Las Vegas, the town that the coming construction of the Boulder Dam is booming.

Another large job was the installation of electric refrigeration equipment in the Kingman Dairy at Kingman, Ariz. The large company kitchen of the Blue Diamond mine, also in Arizona, was also recently equipped with electric refrigeration.

An interesting thing about most of these desert installations is the fact that they were made far from power lines and it was necessary in many instances to use a gasoline engine drive compressor, or to install their own electric plants.



The First Great Answer to Liquid Cooling

**New Unit—at Lower Cost
Double Capacity—Half Space
Instantly Cold at Bubbler**

MANY revolutionary advantages are apparent from the specifications. Single or multiple, horizontal or vertical installations can be figured with standard remote compressors at maximum capacity. Refrigeration losses are eliminated. First cost and installation costs are radically reduced.

Model 22 (S or M) is designed to be placed completely within our line of wall or pedestal commercial fountains. These, together with special art models by Mary Chase Stratton, will soon be available.

Correspondence with refrigeration engineers, manufacturers and distributors is invited.

Specifications, Model 22 (S or M)

Unit Shell: Heavy Drawn Steel — 4" x 7" diam.

Installation Space: 6" x 9" diam.

Water Coil: Liquid to liquid transfer (Patented); freeze-proof, special section; non-corroding special brass alloy; length 22"; area 254 sq. in.

Temperature Control Valve: Special design; factory set; maintains pressures within 3 lb. range under all loads; independent of compressor control setting.

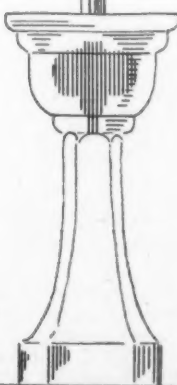
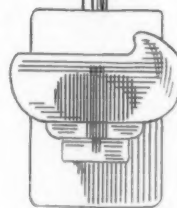
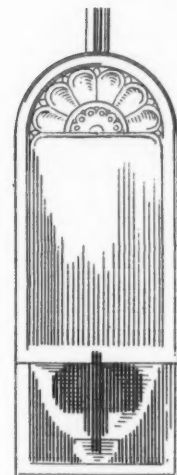
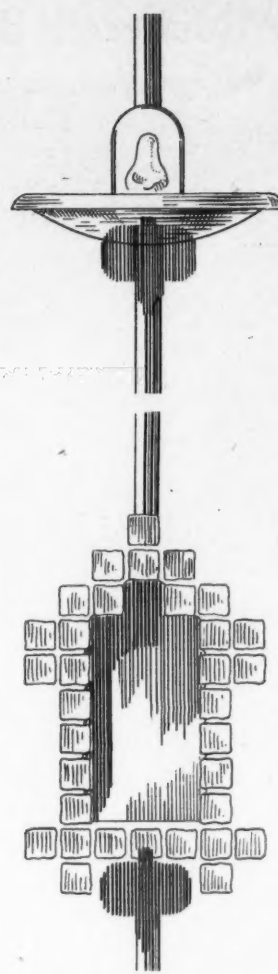
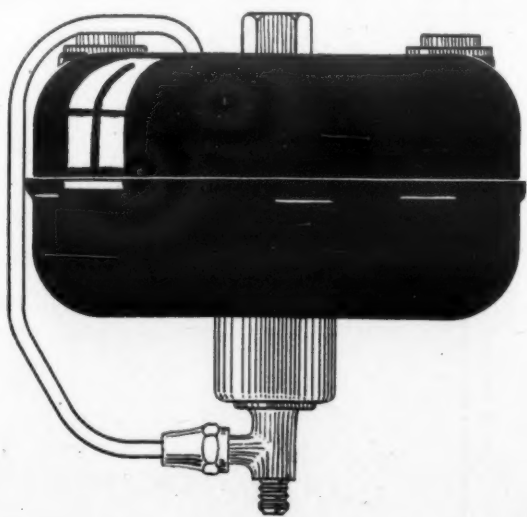
Refrigerant Liquid Level Control: New type (Patented) open float; equal outside-inside pressure prevents damage; large gas intake area eliminates refrigerant return; needle, seat and screen in single quickly removable assembly.

B. T. U. Transfer: 5500 from 80° to 50°.

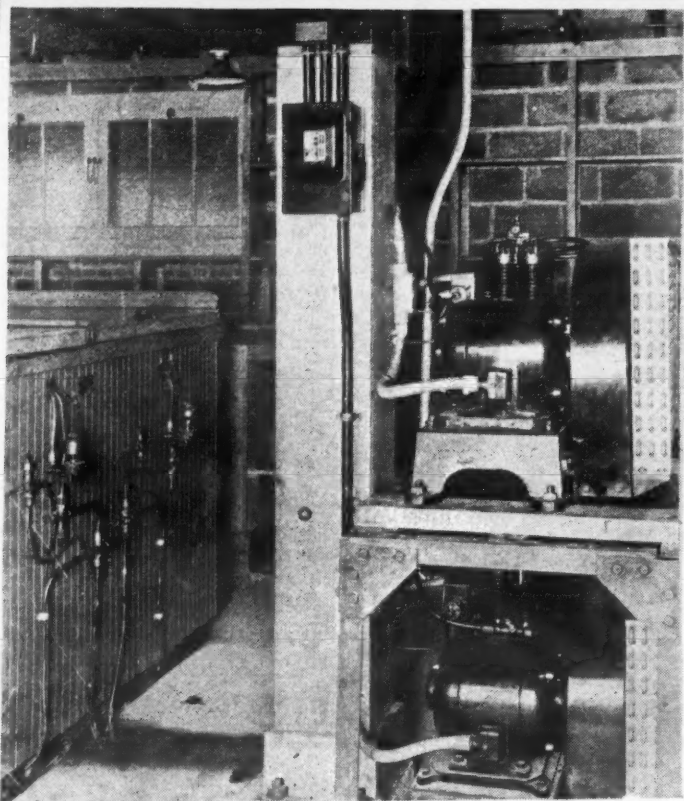
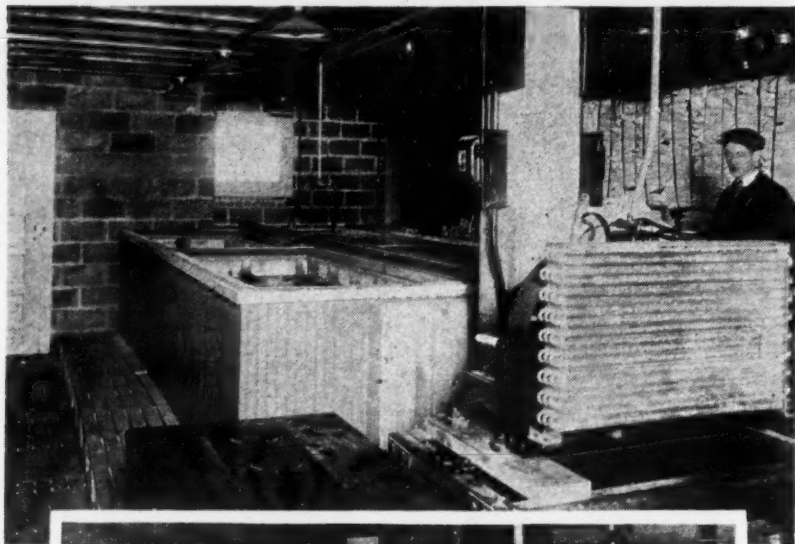
Refrigerant: Methyl Chloride or Sulphur Dioxide.

Jet Installation: Within 2" to 6" of water exit from coil; no heat pick-up.

Liquid Cooler Corp.
3940 Gibson St., Detroit, Mich.



Copeland Equipment Cools Beverages For Rochester Baseball Fans



Above—View of two cooling tanks. Below—Hook-up of two Copeland condensing units.

Nearly 14,000 bottles of pop are cooled at one time by Copeland electric refrigeration for the baseball fans at the big Red Wing baseball park in Rochester, N. Y.

This cooling equipment consists of four tanks located underneath the grandstands, into which the bottles of pop are placed the night before the game, and from which they are taken shortly after noon as the grandstands begin to fill

up, properly cooled and ready to help keep the crowds good natured until the game starts.

The largest tank is composed of four compartments operated by two Copeland XA condensing units. The cooling part of which consists of half-inch copper tubing wound around the inside of the tank and protected by heavy screen mesh. The tanks themselves are insulated with two inches of cork. The other tanks are operated by XA units, two of them being connected to one unit. As the fourth is at some distance away, a separate unit is used. These tanks are placed conveniently in order to require less carrying distance, the vendors filling up their baskets from those near at hand.

When the installation was made the requirement was for 8,000 bottles of soda water at one time and of various sizes. When the vats were filled for the first time, however, the small sized bottles were used and a total of 13,600 was packed into the tanks. The temperature was reduced to an average of 42 degrees, three degrees less than the average called for in the specifications.

The installation was made by the Automatic Utilities Corporation, Copeland dealer in Rochester under Thomas J. Northway, Inc., Western New York distributors for Copeland.

ABSOPURE ADDS THREE DISTRIBUTOR OUTLETS

The Campagne Generale D'Entreprises, Laurent Bouillet, Nice, France, has been appointed Absopure distributor for all of France and the French provinces, Algeria, Tunis and Morocco, in Northern Africa. This company, in addition, to its headquarters at Nice, has branches at Paris, Lyons, Casa Blanca, Monte Carlo, Cannes, Clermont and Fermand. It also has dealers and sub-dealers at Bayonne, Bordeaux, Nantes, Le Mans, Rouen, Lille, Reims, Nancy, Strasbourg and Marseille.

Chanslor & Lyon Stores, Inc., of San Francisco and Los Angeles, have been named distributors for Absopure refrigeration in California. R. H. Felt and J. L. McCord, who recently formed the Brooklyn Absopure Co., have been made distributors for Long Island.

PITTSFIELD CONCERN SIGNS UP SEVEN SUB-DEALER OUTLETS

Pittsfield Electric Co., which handles the General Electric refrigerator line in Pittsfield, Mass., has made an arrangement with seven electrical contractor dealers in that city to display and sell the refrigerators. In addition to having these refrigerators on exhibition in the large store of Pittsfield Electric they are also on view in seven smaller stores.

Electric Cooling Keeps Cultures Free From Bacterial Growth

The laboratory of bacteriology at the Wyoming Valley Homeopathic Hospital at Wilkes Barre, Pa., is equipped with a General Electric refrigerator. Cultures and other media free from bacterial growth are placed in it until such time as laboratory experts take them out to a warmer and more humid temperature for experiment.

The retail store of the Page-Morris, Inc., Wilkes Barre distributor, made the installation.

INDIA VISITOR INSPECTS KELVINATOR FACTORY

R. Menzies, of Cawnpore, India, was a visitor at the plant of the Kelvinator Corp. on Wednesday, June 12. Mr. Menzies is a member of the British India Company, large distributors of merchandise, including Kelvinator.

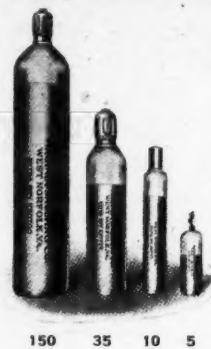
Mr. Menzies talked interestingly of the rapid acceptance of electric refrigeration by the people of far off India, a country which, because of the warmth of the climate, greatly needs this modern equipment for the preservation of food and the preparation of cooling drinks. "In other days," he said, it was the practice to bury precious ice under the ground, covered with straw, to keep it from melting. Today we have ice manufacturing plants but there is a well authenticated tradition that the first ice that ever found its way into India came on sailing vessels from the United States.

Portland Utility Plans Sales Contest For Employees

A general selling contest for employees of the Portland Gas & Coke Co., Portland, Ore., is being planned. There are 75 employees enrolled for a course in the selling of gas refrigerators and other appliances. Twenty sales of gas refrigerators were made during April as compared with only one sale during that period a year ago.

Electro-Kold Corp. Gets Cabled Order from Bombay

An order for several Electro-Kold refrigerators, cabled from a customer in Bombay, India is reported by H. L. Masterson, general manager of the corporation, whose headquarters are at Spokane, Wash. The sale resulted from direct mail literature, distributed through the service of the U. S. consular agency.



Extra Dry Esotoo

THE PUREST

Sulphur Dioxide

Guaranteed suitable for direct charging. Prompt shipments from our stocks at West Norfolk—New York—Boston

and from our stocks with agents

INNIS SPEIDEN CO., Chicago

G. S. ROBINS CO., St. Louis

DENVER FIRE CLAY CO., Denver

EATON CLARK CO., Detroit

CHEMICAL UTILITIES CO., Cincinnati

BRAUN KNECHT HELMON CO., San Francisco, Cal.

BRAUN CORPORATION, Los Angeles, Cal.

CARL F. MILLER CO., Seattle

CHEMICAL IMPORTING CO., Toronto, Montreal

VIRGINIA SMELTING CO.

WEST NORFOLK, VA.

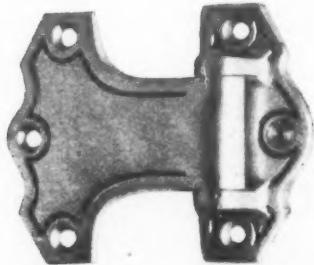
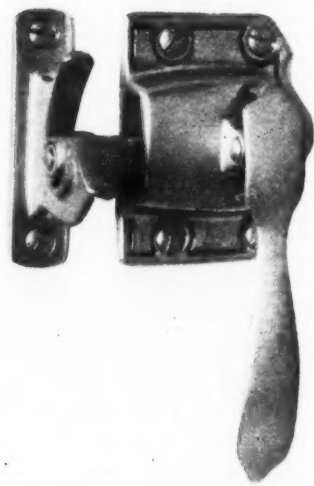
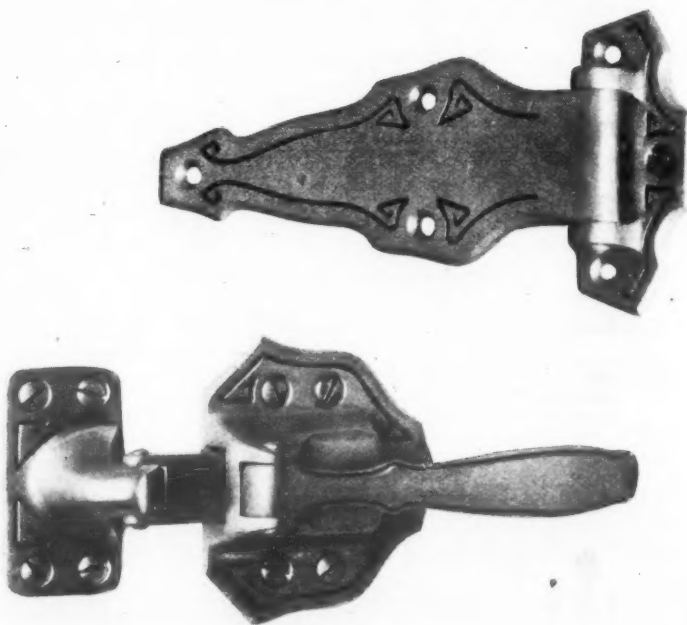
Queira ver a pagina 18
COMPANHIA MARKWELL

GRAND RAPIDS BRASS CO.

GRAND RAPIDS, MICHIGAN

Automatic Latches PATENTED

De Luxe Hardware



FLINTLOCK CONDENSERS

Efficient — Economical
Compact

Greater Efficiency
at Less Cost

WRITE FOR OUR BOOKLET

FLINTLOCK CORPORATION

4461 W. Jefferson Ave.
DETROIT, MICH.

The De Luxe type Latches and Hinges illustrated above are the latest creations in refrigerator trim. Made by America's leading manufacturer of Refrigerator Hardware, of the highest quality of material and workmanship and finished beyond compare, they will satisfy the most exacting user. There are, also, available Locks and Hinges for large built-in butcher coolers and grocer's ice boxes. Locks are reversible and automatic, also, non-reversible and non-automatic, with or without rollers and with or without springs and finished in Nickel, Bronze any color, Brushed Silver, Satin Silver Nickel with black lines, Chromium or any special finish required.

SPECIAL ATTENTION GIVEN INQUIRIES FROM RATED MANUFACTURERS

Independent Installation And Service Organizations Enable Dealers To Cut Overhead Costs

San Francisco Concern Operates With Dealers On Contract Basis

By Frank W. Gray,
Pacific Coast Representative Absopure Refrigeration Corp.

IN LARGER cities where electric refrigeration is merchandised on a big scale there has developed a need, and corresponding opportunity, for the organization of companies whose activities are solely devoted to installation and service.

The time has passed when men trained in the installation and service of one make of electric refrigeration system are thought incompetent to service any other. In fact, service men constantly drift from one organization to another these days, following the trend of plentiful work and higher pay. Most of these men are equipped by experience to service almost any make of electric refrigerator, and certainly to do any kind of installation work under proper supervision.

Service and installation departments have been losing propositions for most agencies. Inefficient service and installation has undoubtedly been the factor which has turned profit into loss for many dealers who have gone out of business. Particularly in the installation of apartment house multiple systems the need is felt for organizations who can take over this work on a contract basis, and proceed with the proper men and equipment to put in satisfactory installations.

Dealers Must Keep in Contact With Customers

No matter how many of these organizations are available, the dealer can never afford to have the responsibility of service pass entirely out of his control. The delivery and proper operation of electric refrigeration is, after all, his responsibility in completing the sale. Then too, the dealer recognizes the importance of keeping the contact with his customer through his service department, since many new sales originate from old customers.

The installation and service company, however, can take off the dealer's shoulders the burden of the more complicated installation work involved in apartment house multiples and commercial work, thereby allowing him to materially decrease his constant service overhead. And the installation and service company should be able to do such work more economically and efficiently than the dealer's own men through having more of it to do.

Installs Multiple System on Contract Basis

A company of this type is now operating in San Francisco, the growth of whose operations the writer has watched with interest. The Frank Klimm Co. of that city, managed by George Brouillette, commenced about six months ago to install apartment house multiple systems on a contract basis for the various electric refrigeration agencies. Under the

terms of this installation contract Mr. Brouillette completes the running in of the conduit and the tubing, also the placing and hanging of the coils and boxes in the apartments, and turns over the system tested and leak proof to the service men of the dealer, who merely put the condensing system into operation. W. L. Cochran, of Cochran and St. John, San Francisco dealers for the Absopure Refrigeration Corp., reports that he has been able to hold his service overhead down to only three expert men and one truck, while doing a large amount of apartment house and commercial work, through contracting the majority of his larger installation work out to the Frank Klimm Co.

Several other refrigeration agencies in San Francisco are following the same example, and Mr. Brouillette is able to maintain a considerable force of expert men and several trucks to do this work. Even dealers whose service departments do the majority of their work, find it to their advantage at a time when they are rushed to contract out part of their installations rather than to incur a costly and constant labor turnover in their own businesses.

Can Be a Great Benefit to New Dealers

Installation and service companies can be of great help to new electric refrigeration agencies in the field. In many cases these new agencies find it difficult to obtain men of sufficient experience and to give proper supervision to the larger jobs. In many cases they lack the experience themselves to handle this work efficiently and properly. After all, the installation of the multiple system in larger apartment houses is much the same with any make of machine used, and simply calls for the same efficiency in the running of conduit and tubing as is required in the electrical or plumbing work in the same buildings.

From the standpoint of the public who buy electric refrigeration, installation and service companies are of a definite value. Agencies sometimes go out of business, and large numbers of machines are left without adequate facilities for service. It is a reassurance, from the viewpoint of the buyer, to know that he can obtain service for a standard machine from an independent company whose work is responsible. This need is particularly felt where there are a num-

ber of independent agencies in the field—agencies who handle no particular standard make of refrigeration system, but who purchase equipment from various sources and assemble it in the job. Such agencies are not always responsible, and not always competent. They often make a practise of selling refrigeration systems to speculative builders at prices which are below any possibility of legitimate competition. After the building has been erected and sold, the eventual buyer often finds himself with a refrigeration system of no particular make, and with no facilities for service in case it gets out of order. In such an emergency it is "service at any cost" and the function of the independent service and installation company prevents much dissatisfaction and distrust of the public towards electric refrigeration in general.

In a certain large Western city there is now being organized a corporation to take over the merchandising of a well known make of electric refrigeration. This corporation is actively managed by several men who have grown up with the electric refrigeration business and who know all details of proper refrigeration merchandising. These men have evolved a plan to organize a separate and distinct corporation which will function only as a service and installation agency. All of their service and installation will be contracted out to this corporation, the mother company operating only as a sales agency. It is also planned to have the service and installation corporation solicit installation and service work from competitive agencies. The structures of these organizations are already completed, and they have operated long enough to indicate that the idea will be highly successful.

Electrical contractors and large plumbing companies will do well to scrutinize this field. Service and installation overhead are definitely a burden to many of the electric refrigeration dealers in the field today, and many of them would be very much relieved to turn over a majority of their work to a company organized for the sole purpose of doing this work efficiently and well.

To Distribute Surecold Units In Minneapolis District

The Twin City Plumbing and Heating Co., Minneapolis, Minn., has taken on the distribution of the Surecold unit manufactured by the Warner Steel Products Co., Ottawa, Kans.

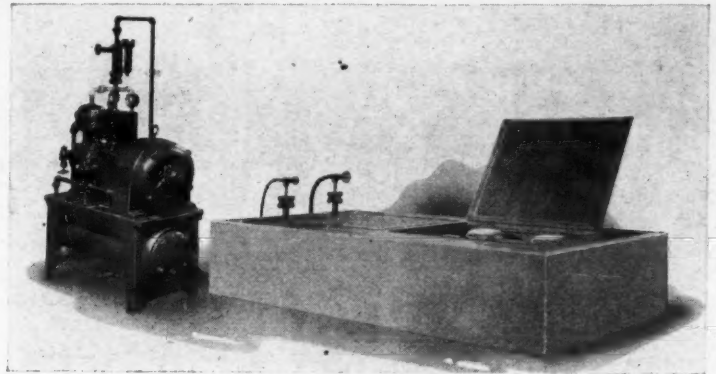
New Company Formed To Handle Norge in Ballard, Wash.

The Sunset Equipment Co., Ballard, Wash., has been formed to handle Norge electric refrigeration in that territory. Officers of the new concern are J. G. Johnson and G. W. Wood.

CABINETS BY PUFFER-HUBBARD

are built to your specifications by men who know how.

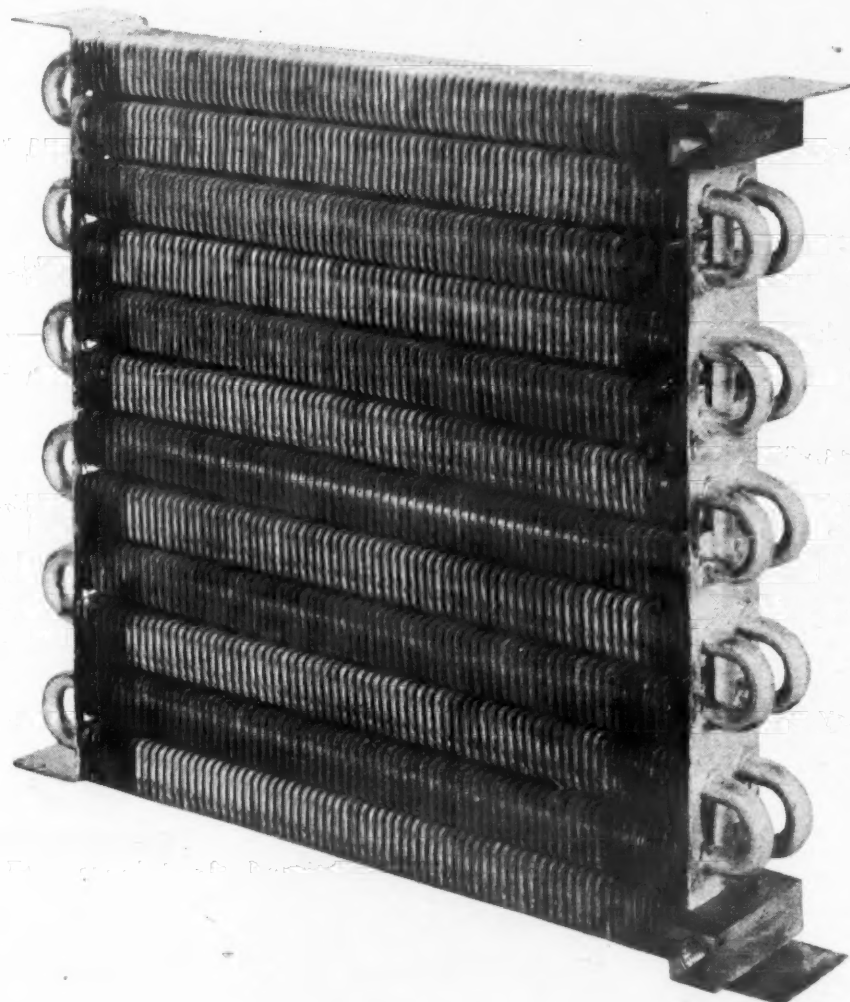
PUFFER-HUBBARD MFG. CO.
MINNEAPOLIS, MINN.



DAIRY FARM REFRIGERATION

Hand-operated or automatic plants, with either electric or gas-engine drive; all types, using cold water tank or brine system, with or without tubular milk cooler, as desired; make ice when required. Write

Frick Company
WAYNESBORO, PA. U.S.A.
EST. 1892



BUSH CONDENSERS

Manufactured by

BUSH MFG. CO.

HARTFORD, CONN.

W. H. MARK HANNA

6-247 General Motors Bldg.

DETROIT, MICHIGAN

Judson C. Burns' Star Salesmen Win Trip to N. E. L. A. Convention



Salesmen All Set for the Trip to Atlantic City

General Electric refrigerator salesmen of Judson C. Burns, Inc., distributors in Philadelphia, Pa., territory, visited the National Electric Light Association convention on June 6. The entire group were invited by T. K. Quinn, general manager, and P. B. Zimmerman, sales manager, of the electric refrigeration department of the General Electric Co., Cleveland, to the Ritz-Carlton Hotel where a friendly get together conference was held. Prizes were awarded on that day to the first 15 leading salesmen in the recent Burns million dollar sales contest.

Bottom row, left to right:—Messrs.

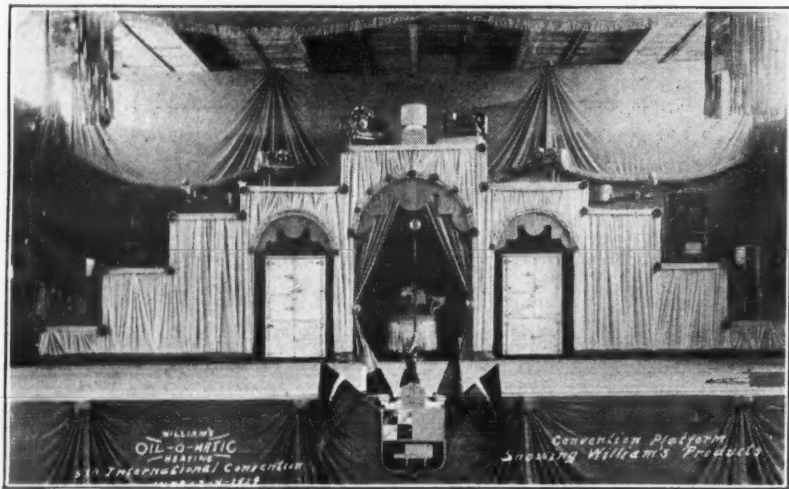
Hunger (Crooswicks); Whitacre (West Chester); Starn (Ardmore); Wilson (Trenton); Sackman (Pottstown); Anderson (Ardmore); Burns (Philadelphia); Randel (Philadelphia); Second row—Tucker (Philadelphia); Parker (Camden); Middleton (Camden); Beans (Philadelphia); Mills (Doylestown); Echil (Philadelphia); Burkett (Flemington); Denman (Philadelphia); Franks (Philadelphia); Third row—Andrews (Norristown); Hibbs (Phoenixville); McConnell (Philadelphia); Steele (Darby); Rafferty; Dougherty (Richboro); Hutchings (Philadelphia); Convery; Kershner (Philadelphia) and Clark.

WILLIAMS CONVENTION

New Products Exhibited at Fifth International Meeting at Bloomington, Ill., June 3-7



Williams dealers, distributors, salesmen and servicemen attending one of the sessions at the convention held at Bloomington. More than 3,000 persons attended the meetings.



Display of products in both refrigeration and oil burner fields

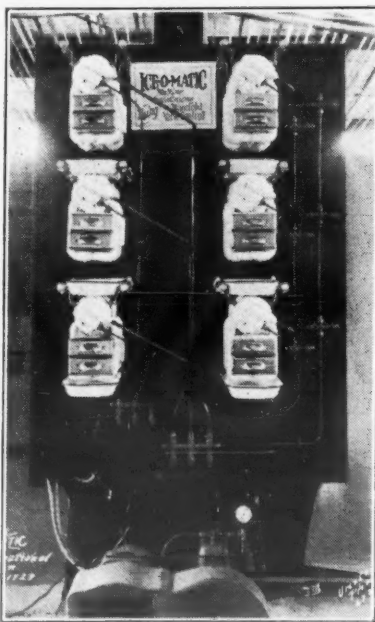
WILLIAMS PRESENTS ICE-O-MATIC JUNIOR LINE AT CONVENTION

SPECIALTY salesmen in other lines are flocking to the refrigerating machine because they are finding it is the item uppermost in the average buyer's mind today, according to C. U. Williams, president of the Williams Oil-O-Matic Heating Corporation, Bloomington, Ill., which company has just opened two big new factory units to take care of increased production on the Williams Ice-O-Matic and Ice-O-Matic Junior. The Ice-O-Matic Junior, designed for apartments and small homes, and retailing below \$200 in a range of models, was introduced for the first time at the recent fifth annual international convention of the Williams organization.

Reproduction of a radio studio scene, showing how Williams products are advertised in weekly NBC broadcasts, and a two-act comedy, "Man Power," contrasting poor and good dealer methods and presented by a professional cast, were two highlights.

Speakers at the convention included C. E. Stedman, vice-president and general manager of the Celotex Corp., J. L. Breese, Jr., president of the Breese Engineering Corp., J. P. Roche, president of the Roche Advertising Co., J. H. Fall, chairman of the Benjamin Electric Co., T. R. Hudd, Universal Carloading & Distributing Co., C. R. Welborn, Underwriters' Laboratories, Homer Linn, American Radiator Co., and J. H. Hudson, state secretary of the Retail Merchants' Association of Illinois, all of Chicago; W. K. Braasch, president of the Salesmanship Foundation; P. E. Fansler, editor of *Oil Heating*, and Leod D. Becker, editor of *Fuel Oil*, all of New York City; Nat Elin, president of the Elin Appliance Co., Newark, N. J.; R. H. Clymer, South Bend, Ind.; C. W. Plass, president of Plass & Shuttlesworth, Kansas City, Mo.; N. G. McNurlen, Keota, Iowa; C. U. Williams, president, Walter W. Williams, vice-president and secretary, M. E. Tice, Dist-O-Stove department, F. H. Tebeau, Ice-O-Matic department, R. O. Ahlenius, general manager, W. J. Brevitt, general sales manager, all of the Williams staff.

Exhibitors at convention were: C. J. Taglabue Manufacturing Co., Brooklyn,



Ice-O-Matic multiple installations using manifold valve control

N. Y.; Mercoid Corp., New York City; Excelso Products Co., Buffalo, N. Y.; Leland Electric Co., Dayton, O.; Culver Art and Frame Co., Westerville, O.; Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.; United States Radiator Corp., American Radiator Co., Art Paint Poster Co., MacDonnell & Miller, Cole Manufacturing Co., Bell & Gossett, Commercial Credit Co., Universal Carloading & Distributing Co., Draft-A-Juster Corp., and Hays Institute, all of Chicago; Penn Electric Switch Co., Des Moines, Iowa; Hays Corp., Michigan City, Ind.; Meyer Furnace Co., Peoria, Ill.; Kruse Co., Indianapolis, Ind.; Lennox Furnace Co., Marshalltown, Iowa; McCray Refrigerator Co., Kendallville, Ind.; Gruendler Manufacturing Co., St. Louis, Mo.; Webster Electric Co., Racine, Wis.; Bachrach Industrial Instrument Co., Pittsburgh, Pa.; Fuel Oil and Oil Heat, New York City; Bryan Steam Corp., Peru, Ind.; A. P. Greene Fire Brick Co., Mexico, Mo.; Baldor Electric Co., P. H. Magirl Foundry and Furnace Works, American Foundry and Furnace Co., United Photo Shop, Mechanical Devices Co., and Middle States Securities Co., all of Bloomington, Ill.

I. FISCHMAN & SONS ACQUIRE STANLEY H. KNIGHT CO.

The Stanley H. Knight Co., Chicago, manufacturers of soda fountains, has been acquired by the I. Fischman & Sons, Cincinnati, Ohio.

General Electric Dealer In Holyoke, Mass., Moves

Ned Squire, General Electric refrigerator dealer in Holyoke, Mass., has moved into a new store on Maple St.

H. W. BURRITT VISITS TWO CALIFORNIA DISTRIBUTORS

H. W. Burritt, vice president in charge of sales of Kelvinator Corp., Detroit, has just returned from a trip to the Pacific coast. In company with W. E. Day, manager of the western division of Kelvinator Corp., he visited the Hot-N-Cold Corp., distributor at San Francisco, and Collins-Kiel Co., distributor at Los Angeles. Returning, he journeyed from the coast to Kansas City by airplane.

Foreign Distributors WANTED

We want agents with large, direct to user, sales forces to demonstrate Automatic Tacking Machine. A \$10.00 device, Internationally known and advertised.

Sold on one intelligent demonstration by men accustomed to interviewing executives. Repeat orders for special staples (tacks) used in conjunction with this machine run \$15.00 to \$200.00. Office appliance or similar specialty experience preferred.

Used in manufacture of Airplanes, Refrigerators, Window Shades, Trunks, Window Screens, and in Shipping Rooms. Eliminates use of old fashioned hammer and tacks and speeds up production.

Write, advising lines handled, territory covered, number of salesmen employed and other particulars. Obro Machine Co., P. O. Box 72, Varick St. Sta., New York, N. Y.



A Refrigeration Grade of METHYL CHLORIDE

widely preferred for its many

IMPORTANT ADVANTAGES

USE ARTIC FOR

Household Absorption Ice Cream Cabinet Cold Storage, Apartment and Florists' Refrigeration

BECAUSE ARTIC IS

Non-corrosive Non-irritant Only slightly toxic Only moderately inflammable Operates at high efficiency Volumetric displacement is low

ARTIC

is another R & H chemical specialty. That establishes its purity and dependability. Full information is contained in the above illustrated booklet. We shall be pleased to send a copy to possible users.

R & H also manufactures other Refrigerants

The ROESSLER & HASSLACHER CHEMICAL CO.

10 East 40th Street, New York, N. Y.

Servel Sales Manager Outlines Successful Telephone Canvass

Two Operators Uncover 563 Prospects For Refrigerators in Southern Indiana Gas and Electric Co. Drive

A SUCCESSFUL telephone canvass for electric refrigeration prospects conducted by the Southern Indiana Gas & Electric Co., Evansville, Ind., during the months of March and April, is outlined by Vernon E. ("Sam") Vining, sales manager of Servel Sales, Inc., in a recent sales bulletin sent to all Servel dealers and distributors. This bulletin contains the following interesting data about telephone solicitation.

Two girls were employed with the aid of the local telephone company. These two girls worked forty-six days and placed 9,347 calls—an average of over 110 calls per day each. The operators were able to tell their story to 6,186 people. The remainder of the people called either did not answer their phone, or did not permit our operator to complete the story. Definite appointments were made for our salesmen with 563 people, and in addition, 370 other people were listed as immediate prospects who refused to make a definite appointment. Incidentally, we also obtained a record of 729 users of electric refrigerators.

The results are best shown by the fact that the month of March was the best month Servel ever had in Evansville, and April has broken all records.

Experience in this campaign has taught us several things about telephone solicitation and we are passing them on to you in the thought that they may be of use to you in making such campaigns more productive in your own organization. Some of the points may seem minor, but we made a careful daily check of results and discovered that it was the minor things in connection with the campaign which effected the result, rather than any change in what might be called major plan. These points are being listed below by number for convenience.

Operators Must Be Able to Protect Personality Over the Phone

1st: The operators should be employed by telephone and not by personal interview. Only such part of their personality and voice as they are able to project over the phone is valuable to you, and we have discovered that it is impossible to judge the telephone characteristics of an operator through any personal characteristic except voice.

2nd: Personal comfort of your operators has a direct bearing on the results obtained. We noticed a distinct increase in appointments made the day we gave them ear phones. After holding a telephone receiver to her ear for an hour or more we discovered the girl was so tired that this tiredness reflected in her voice.

3rd: The most productive hours proved to be from 9:15 to 11:15 and from 1 until 4. The girls were then instructed to work only those hours and in addition, were requested to leave the phone for five or ten minutes at the end of each hour.

4th: The girls were given a set conversation which proved productive for about ten days. At the end of this ten-day period we noticed results were going downward, so we changed the set conversation and the results immediately started upward, proving that results were failing merely because the girls themselves were so tired of the conversation that they were giving it in an automatic manner. Later we increased results by permitting the girls to shift at will from one conversation to another. Throughout the campaign the girls were permitted to suggest changes in the conversation, but were not permitted to use these changes until approved.

A Typical Telephone Conversation

5th: One of the typical conversations used is as follows: Question: "May I speak to Mrs. Jones?" Answer: "This is Mrs. Jones speaking." Question: "This is the Southern Indiana Gas and Electric Co. Are you going to buy an electric refrigerator this spring, Mrs. Jones?" Answer: (Prospect usually hesitates and our operator goes on.) "We have been given the information that either you or Mr. Jones had been looking at electric refrigerators and I was wondering if our representative might call on you and tell you about our new models. Could he call tomorrow, Mrs. Jones?" (Operator keeps suggesting dates until she receives a definite appointment, and then states—"Thank you, Mrs. Jones, I'll see that he calls on you at that time.")

6th: Where the appointment was not made to take place within twenty-four hours of the time the call was made, we found it good practice for the sales manager or someone else in the organization in authority to call the prospect immediately before the salesman starts out on the call and verify the appointment. We found this paid, because in every telephone canvass a number of appointments are made by people who do not understand clearly that they are making a definite appointment. Calling them a second time also re-qualifies

them and gives us information and verifies the information given by the telephone operators. If this is not done, the salesman is liable to become discouraged when he discovers that a per cent of the names handed to him as "hot leads" and "definite appointments" turn out to be very poor prospects.

Salesmen Do Not Know Where Information Came From

7th: You will notice that we told the prospect that our advertising department had received information that she or her husband were interested in an electric refrigerator. In many cases, at the time the call was made, the woman informed the man at the door that she had talked to her husband and there was some mistake some place. Our salesmen were trained to state that they of course didn't know where the information came from—that we had several hundred satisfied users in the city who were constantly giving us the names of people and the chances are her name came from one of our users.

8th: One fundamental to remember in a telephone canvass is that electric refrigerators cannot be sold over the telephone. You will notice that our conversations are pointed towards selling the idea of an appointment. In Toledo the other day I noticed that the two operators were making appointments for the salesmen to call on the prospect with a car and bring her to the store, and were also making an effort to get her permission to pick up the husband and bring them both to the store at the same time. This is an excellent idea.

9th: The girls should be trained not to force an appointment. At this season of the year there are so many people who are actually interested in the purchase of an electric refrigerator that it is not wise to waste a salesman's time on telephone appointments that are forced.

10th: In Evansville, our lists were obtained by splitting a telephone book into sections and passing the sheets out to men who were familiar with the city. These men drew a pencil line through the names of all business houses and the names giving addresses which were in section of the city indicating lack of ability to buy. All the names remaining on the list were then called.

Best Results Obtained In Average Sections of City

In most larger cities, it is possible to obtain what is known as a "crisscross" directory listing of telephones by street address. One of these directories can be gone over by men familiar with the city and desirable streets picked out to call. Care should be taken not to specialize on the so-called "highest priced" (or Gold Coast) sections. Best results are obtained in average sections of the city.

Before starting a campaign of this kind, we suggest that you call on your local telephone company. In most cities you will find the telephone company will co-operate with you to a large extent. In some cities they will even provide the list for you and will provide special operators at their end of the line to help you speed up the number of calls you can make per hour.

11th: Watch the record of your appointments every day by individual operators. It may be necessary to try out two or three sets before you are able to employ girls who will get maximum results.

12th: If you are not making a telephone canvass during this rush season, I suggest you give it serious consideration. It offers the fastest way at this time of year to contact a large number of people and will cut down your selling cost materially, provided you are organized in your own sales department to follow up the leads obtained. If you have salesmen enough to only handle appointments made by one girl, I suggest that you use but one girl, or what is better still, employ more salesmen.

13th: This is not a substitute for canvass or any other standard form of obtaining prospects. It does, however, permit you to take advantage of the rush season faster and more completely than any other method I know. It also permits your sales manager to hand to each salesman every day a definite list of people to call on concerning whom you have some advance information. It will also give you a basis to judge the individual abilities of your salesmen because you will find that some salesmen will

close a large per cent of the leads handed to them and others will tell you regularly, every day, that the leads handed to them were of no value, and experience has taught us that when a whole list is handed back as of no value, it pays us to put a new salesman on the job and send him out to call on the same people.

I suggest that you keep a close record of your results by telephone canvass. I also suggest that you keep a record of the conversations used and that you check up on this conversation at least once a day. Girls left to their own devices in determining what conversation to use always fail, and if they do not fail the conversation with the prospect takes up so much time that the method of obtaining prospects becomes too expensive.

Campaign Must Be Given Fair Consideration

I cannot urge too strongly that if you go into a campaign of this character, you go into it wholeheartedly. I have never yet seen a successful campaign in an organization where the trial was made for only a few days, or where the telephone work was passed over to some stenographer or bookkeeper to take care of in her odd hours.

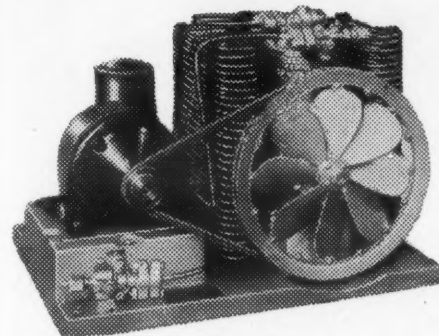
I have had many dealers and distributors tell me that telephone canvass failed, and when I checked into the facts discovered that their canvass consisted of taking a stenographer or bookkeeper from their organization and asking her to spend two or three hours of the day on the telephone. Such an operation cannot succeed. The girl who spends four and a half hours a day on the telephone will be physically unable to do any other work, and if she does any other work she will be physically unable to get the best results from the telephone. In addition, the plan will fail because experience has taught us that the average stenographer or average bookkeeper has not the ability to project a personality over the telephone which will succeed in making an appointment.

LASSEN — TEMPERATURE — CONTROLS
— PRESSURE —
POSITIVE RANGE AND DIFFERENTIAL ADJUSTMENT
NON-DETERIORATING MERCURY TUBE SWITCH—MEET ALL REQUIREMENTS
GOODNOW & BLAKE MFG. CO. 3840 BEAVER STREET
DETROIT, MICH.

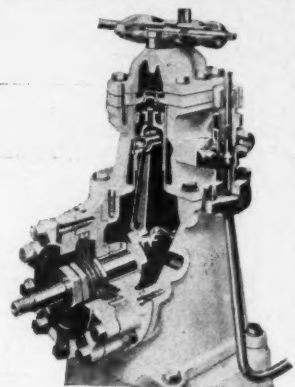
Voir la page 18
COMPAGNIE MARKWELL

Only 100 Left!
New Nationally Advertised
Refrigerating Machine

Designed for Methyl and adaptable
for Sulphur-dioxide.



Model No. 21



1½"x1½" removable sleeve type
twin cylinder, pressure control float
valve, and medium size cube tank,
complete while they last—

\$75.00

WOLFE
Engineering & Mfg. Co.
1408-1414 Vernon St.
Harrisburg, Pa.

**What a difference
when you can say,
"It's Insulated with
Armstrong's Corkboard"**

"ARMSTRONG'S Corkboard insulation." That doesn't have to be "explained." It raises no argument with your customer, leaves no question in his mind. The intelligent public, your prospects, know Armstrong's Corkboard from its years of use for insulating houses, roofs, and cold storage rooms, and accept it as the standard of insulation quality.

Everything else the customer can see and judge for himself. He accepts insulation on its reputation. "Armstrong's" satisfies him that the insulation is the very best. "Insulated with Armstrong's Cork-

board" is a sales argument that carries conviction of quality throughout.

With Armstrong's Corkboard insulation the customer knows that he is assured of permanent protection against outside heat, of uniform low temperature at small cost for operating, and of freedom from odor and decay inside the walls.

Armstrong's Corkboard gives you not only the maximum of insulating efficiency, but a positive sales advantage as well.

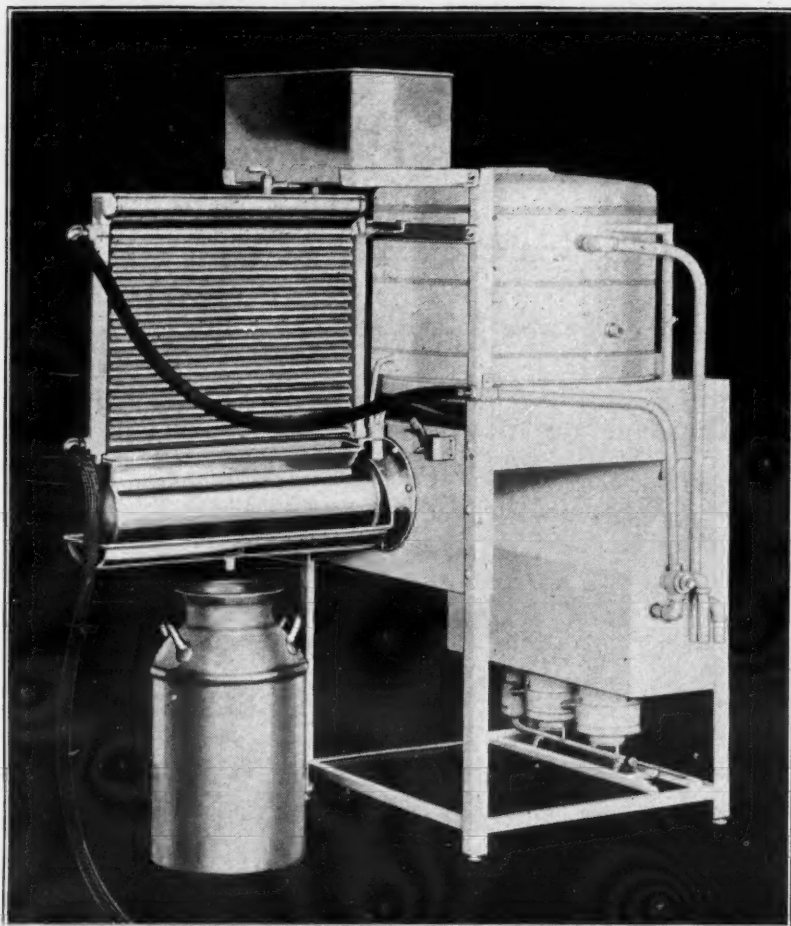
Samples and full particulars on request. Armstrong Cork & Insulation Company, 917 Concord Street, Lancaster, Pa.



TRADE MARK
REG. U. S. PAT. OFF.

Armstrong's Corkboard Insulation

New Oil-Burning Milk Cooler Is Offered by Perfection Stove Co.



A NEW device known as the Superfex oil-burning milk chiller, that uses the intermittent absorption principle of refrigeration, has been developed by the Perfection Stove Co., Cleveland Ohio, and will be marketed directly from the factory through dealers who are handling the Superfex oil-burning household refrigerator.

As in the household refrigerator, the milk-chiller receives its "power" from the heat of a small quantity of kerosene used in burners somewhat like those on oil cook stoves.

This new type of milk chiller chills

SAYS SALES POLICIES SHOULD OFFSET ALL WEATHER VARIATION

THE marked influence of the weather on business during the past five years is clearly outlined by J. K. Macneil, in the June 6 issue of *Printers' Ink*. His article entitled, "Ye Gods! Did You Ever See Such Weather?" contains the suggestion that manufacturers, wholesalers and retailers instead of crabbings about the weather and its effects on business should adjust their sales campaigns and seasons to meet such adversities.

"Style is, without doubt," he says "the most powerful influence in selling merchandise, but running it a close second is climatic conditions. We cannot hope to alter the weather, but we can adjust our styles and selling trends to it. This spring the unusual cold spell slowed up business considerably, but it not only affected the sales but it also slowed up the collections.

Recently, Mr. Macneil pointed out, Charles F. Marvin, chief of the United States Weather Bureau at Washington produced charts, graphs, reports and maps to prove that winters are gradually getting later and less severe and that the country has been getting decidedly cooler weather in the spring than formerly.

The effect of temperature changes on electric refrigerator sales is discussed in the editorial appearing in the June 5 issue of the *News*. Charts also contained in that issue graphically presented the effect of temperature changes on refrigeration business in New York City.

"Take for instance the straw hat industry," Mr. Macneil said, "instead of trying to push straw hats while the coal dealer is doing a rush business, they ought to have a new season to span the gap between the spring and summer seasons. A light felt hat season about the first of April would serve as a good in-between article. The oil burner industry for example should push sales during March, April and May when the average home owner is disgusted over having to buy more coal and shake the fire down."

"A large Boston store" he added, "keeps an hourly record of the weather and temperature every single selling day during the year. In this way the sales in every department could be determined in advance by anticipating the weather. We naturally assume that the suburban housewife will not venture to town if it is raining. They will tell you that the office girl who shops from 12 to 2 will run to the nearest lunch counter on a rainy day and that only a certain percentage will make the necessary purchases."

the milk by direct contact and is said to be capable of reducing milk from animal temperatures around 92 degrees to 40 degrees or below at the rate of a gallon in three minutes. By increasing or speeding up the flow of milk it will cool larger quantities to 45 or 50 degrees.

Refrigeration for each chilling of milk is generated by burning a quart and a quarter of kerosene. The burners are mounted on a slide and after the fuel reservoir holding the required quantity of kerosene is inserted and the burners lighted, this heating unit is pushed back under the generator. The oil is consumed in an hour and 45 minutes in which time refrigeration is completely generated and the burners automatically go out.

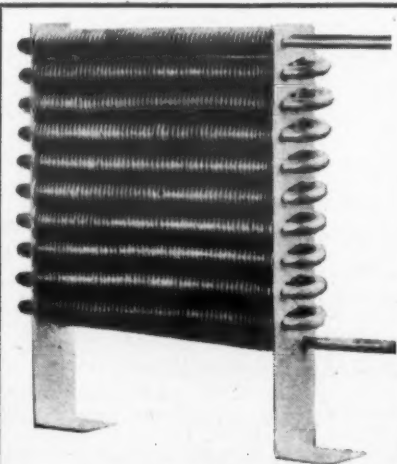
Chilling of milk can be done at any time from 3 to 12 hours after refrigeration has been generated.

As the milk is milked, it is poured into a receiving tank at the top of the device, whence it flows over an aerator which pre-cools it, and then over the frost covered chilling cylinder (the evaporator of the refrigerating device), and then into the shipping cans.

The capacity of this milk chiller is from 15 to 35 gallons of milk, depending upon the temperature of the circulating water which is used for precooling in the aerating section of the device and also for circulation through a coil in the condenser tank of the refrigerating unit during the short heating period.

Refrigeration is generated for each milking. Customarily the device is lighted for the generation of refrigeration immediately after each cooling, so that it is ready for the next milking twelve hours later. An insulating jacket, which slips over the chilling cylinder which is the evaporator of the refrigerating unit, retains the refrigeration until it is ready for use. The manufacturer supplies with each milk chiller directions for the building of a dry-storage box in which the cans of milk can be kept for shipment with the next milking.

Less than 10 per cent of the farms in the United States use electricity in any form.—N. E. L. A. Bulletin.



Specify ROME CONDENSERS

Made of heavy gauge de-oxidized seamless copper tube. One piece construction.

Designs for all requirements

Rome-Turney Radiator Co.
ROME, N. Y.

OUTLINES REFRIGERATION ENGINEERS' PROBLEMS

Problems confronting the refrigeration engineer are discussed by Professor W. R. Woolrich, of the University of Tennessee, in his latest work entitled, "Handbook of Refrigerating Engineering." This book contains 331 pages and is divided into twenty sections.

Food preservation, refrigeration mediums, ammonia, compressor systems, condensers, refrigerator systems, heat transfer, refrigeration constants, electric refrigeration, absorption method and machine, carbon dioxide, sulphur dioxide and other refrigerants and ice making systems are subjects covered in the various sections of the book.

A section is devoted to thermo-dynamic equations of refrigeration and methods for using the same. Testing of the refrigeration plant is thoroughly discussed in one of the final chapters. The book contains a number of diagrams, charts and tables. Problems and questions for readers are included at the close of each section.

NEW ELECTROLUX DISTRIBUTOR SETS UP QUOTA OF 350 UNITS FOR BIRMINGHAM TERRITORY

The Birmingham Gas Co., Birmingham, Ala., recently appointed distributors for Electrolux refrigerators in Birmingham, opened their display room to the public on May 15th. During the last fifteen days of May they sold and delivered a half-carload of Electrolux refrigerators. They have placed an order with Servel, Inc., for two carloads of Electrolux units for immediate shipment in order that they might continue to make prompt deliveries. The sales department has set a quota of 350 refrigerators for this year.

LACQUERS ENAMELS

A Lacquer Finish that Has Stood the Test

M & W REFRIGERATOR LACQUER ENAMELS

A Quality Reputation on these products has been established through actual large quantity production on Cabinets widely distributed throughout the world.

Another complete M & W Finish including either Lacquer or Oil Primer followed by M & W Lacquer Enamel in White or Colors. We invite your correspondence regarding your particular problems.

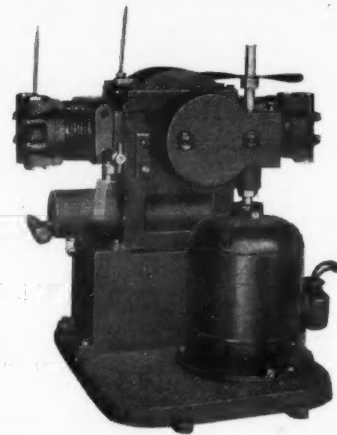
MAAS & WALDSTEIN CO.

EXECUTIVE OFFICES AND PLANT, 438 RIVERSIDE AVENUE
NEWARK, N. J.

CHICAGO OFFICE AND WAREHOUSE
1115 Washington Blvd. West

LOS ANGELES OFFICE AND WAREHOUSE
1214 Venice Blvd., Los Angeles, Calif.

We Challenge the World for an Equal



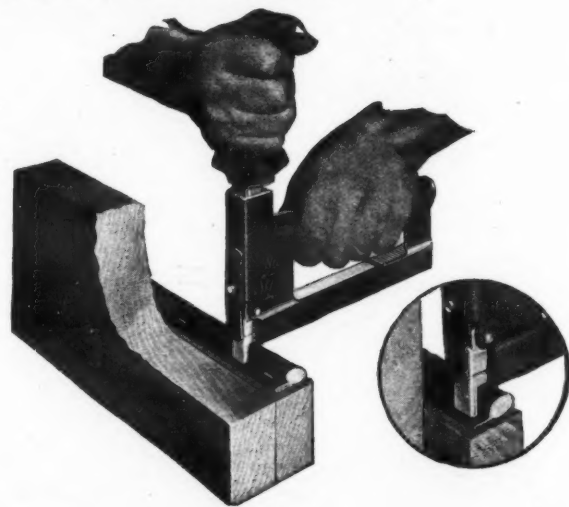
S. W. Luitwieler, inventor of Cam Reciprocating Piston Pump, will license manufacturers on royalty basis to build Pumps, Air Compressors and Electrical Refrigerators, Ice Machinery, Silent Street Car Compressors, direct driven by worm gear and motor, horizontal or vertical, no noise, vibration, no dead centers. 80° efficient.

Luitweiler Cam Pump Co. Inc.

212 North Los Angeles Street
LOS ANGELES, CALIF.

S E R V I C E

This illustrates
MARKWELL NO. 176 AUTOMATIC METHOD
of tacking gasket on Refrigerators



*A gentle blow
drives a staple
and another staple
automatically drops
in place.*

Used by all Leading

REFRIGERATOR

JOBBER, DEALERS AND DISTRIBUTORS

8 TIMES FASTER—MORE SECURE

Should be in the tool kit of every
INSTALLATION MAN — SERVICE MAN
REPAIR MAN

Also used for tacking insulation paper,
direction sheets and shipping tags.

Make it Standard Equipment in all branches

Complete outfit with 5,000 Steel Staples—\$10.25

Let us send you one on 10 days' trial

MARKWELL NO. 176

AUTOMATIC REFRIGERATOR TACKING MACHINE

\$7.50 Each

STAPLES PUT UP 5,000 TO A PACKAGE

176 "B" Steel, per pkg. \$2.75

176 "BTC" Copper, tin plated, per pkg. \$3.25

176 "BC" Copper, per pkg. 3.75

176 "BM" Monel, per pkg. 5.50

PRICES ON STAPLES IN QUANTITY ON APPLICATION

Prices are F. O. B. New York

R. N. E. MARKWELL MFG. CO. INC.

200 Hudson Street

New York, N. Y.

Harper-Meggee, Inc., Seattle Copeland Distributors Increase Territory and Office Personnel



Views of the store front, commercial and domestic display rooms and a built-in outdoor poster of Harper-Meggee, Inc., Seattle Copeland distributors appear above. Five posters like the one shown here and sixteen not of the built-in type are maintained in the city. The Copeland model CS-5 is strikingly presented in this fashion.



Above—G. D. Robinson, manager of service dept., J. Williams, retail sales manager, C. W. Dawson, vice president and assistant manager. Below—R. V. Waggoner, commercial sales manager, H. J. Elmendorf, manager, R. J. Meggee, president and manager.

NATIONAL ELECTRIC POWER REFRIGERATOR SALES INCREASE 73%

Refrigerator sales by subsidiary companies of the National Electric Power Co., New York, N. Y., during the first four months of 1929 attained a record which bettered by a wide margin that of the corresponding period of 1928, and which bids fair to make 1929 a banner year for sales of refrigerators.

According to figures compiled and issued by Thomas E. Roach, general commercial manager of the National Electric Power Co., 1,374 refrigerators, both domestic and commercial, were sold from January 1, 1929, to April 30, 1929, by 21 subsidiaries of the company, compared with 793 in the like period of 1928. This represents an increase of 73.3%.

In point of number of refrigerators sold, the Virginia Public Service Co. stands at the head of the list, having disposed of 233 refrigerators during the four-months period this year, as against 143 refrigerators during the same period of 1928. The Jersey Central Power and Light Co. was second, with 213 sales this year against 57 in 1928, and the Public Service Co. of New Hampshire was third

with 131 sales against 69 last year. Among other companies showing substantial increases in sales of refrigerators during the January-April period this year as compared with 1928, were Central Maine Power Co., 94, as against 86; York Railways Co., 90, against 47; Penn Central Light and Power Co., 84, against 43; Eastern Shore Public Service Co., 75, against 13; Florida Power Corp., 66, against 55; Cumberland County Power and Light Co., 55, against 38; Michigan Electric Power Co., 41, against 26; Keystone Public Service Co., 49, against 22; Tide Water Power Co., 44, against 31; Chester Valley Electric Co., 41, against 13.

Idaho Salesman Closes Five Orders in One Day

E. E. Jacobs, salesman for the Idaho Power Co., Pocatello, Idaho, General Electric refrigerator dealers, recently sold five General Electric refrigerators in one day.

Wagner Electric Moves Buffalo Sales Office

The Wagner Electric Corporation of St. Louis, Mo., has moved its Buffalo service station and branch sales office to a new building at 1796 Main Street.

Rapid growth of the wholesale business of Harper-Meggee, Inc., Seattle, distributors of Copeland electric refrigerators, has necessitated the extension of the Northwest territory of the firm into the state of Montana, and the addition of an advertising department at the home office.

A branch office of the firm was opened this month at Butte, Mont., to handle the distribution of Copeland refrigerators. J. W. Marsh, who was formerly located at the Seattle branch, has been made manager of the new Montana territory. Establishment of this branch extends the boundaries of Harper-Meggee throughout the states of Washington and Montana, and into northern Idaho.

The new advertising department at the home office is in charge of C. L. McAllister, a graduate of the University of Washington, School of Journalism, and formerly advertising manager of the News, at Olympia, Wash. Activities of this department cover replacement of advertising for the wholesale firm and supervision of advertising for the dealer throughout the territory.

SAYS NOBODY CAN WIN IN PRICE WAR

THAT nobody wins a price war is the belief expressed in an editorial appearing in the June 6 issue of *Printers' Ink*. The disturbance between the Atlantic & Pacific Tea Co. on one side and the Schulte Cigar Stores Co. and the United Cigar Stores Co. on the other side was cited as a concrete example of price cutting.

Recently, the latter group met chain store competition by offering two packages of 15-cent cigarettes for 25 cents. The Atlantic & Pacific Tea Company retorted by announcing that it will sell two packages for 23 cents. In other words, the editorial stated that the chain store could afford to make a drastic cut on only one of its items, while any reductions by the cigar stores would certainly reflect in their net profits.

"There is nothing quite so unprofitable as a price war" the editorial stated, "whether it be in the tobacco or any other industry. Present indications are that no one can possibly win the present war and several parties to the disturbance stand to lose heavily. The consumer, of course, is a momentary winner, but experience shows that in the long run he is usually asked to foot the bill."

"Independent dealers, if the situation continues as it is, will follow the only logical course, which is to turn to side-lines which will make them a comfortable profit that they cannot get from cigarettes. If the experiences of other industries are worth anything, the indications are that the retailer will eventually make these side-lines the bulk of his business, while cigarettes will become, as they have already become in many stores, only an accommodation line. From that point to total elimination is a short step."

The Advantage of Being "Different" Means Prosperous Dealers

Norge is different—quite different from other refrigeration—and this difference is the reason why Norge dealers can successfully compete for any order, big or small.

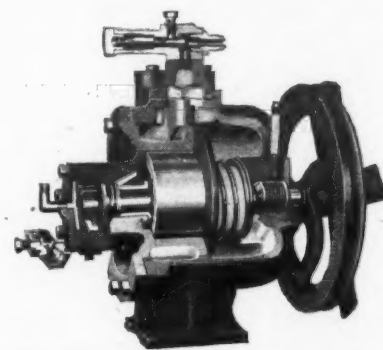
Norge compensates for its own wear—that is different and astonishing! Norge grows more efficient and uses less electric current as it grows older—that is different and astonishing!

Permanently quieter—more compact—less wear greater economy—more power—longer life!

All of these outstanding features are explained by the exclusive self-compensating rotary construction of the Norge compressor, which occupies an exclusive plane of mechanical efficiency and reliability.

This compressor is the real reason why Norge dealers can whip the toughest kind of competition—this compressor is the real reason why Norge dealers can earn lots of money.

The advantage of being "different" is directly reflected in the value of the desirable Norge franchise.



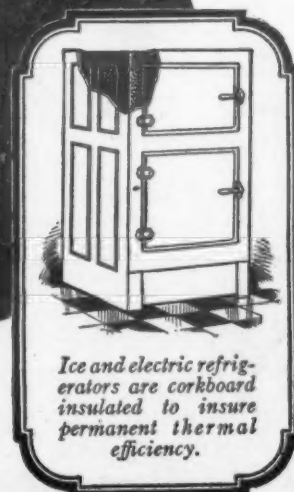
It is Different. The Norge Exclusive Self-Compensating Rotary Compressor.

A limited amount of territory is available for dealers who command respect in their communities and desire to build up a refrigeration business which will be lucrative and increase their established prestige. Such men are invited to wire or write us for further particulars.

Norge Corporation

Silent, Economical Refrigeration
DETROIT MICHIGAN

Novoid Corkboard Insulation comes in 12" x 36" and 24" x 36" sheets, in 1", 1 1/4", 2", 3", and 4" thicknesses. It is shipped in sealed fibre containers, each holding 72 board feet of corkboard.



Ice and electric refrigerators are corkboard insulated to insure permanent thermal efficiency.

Corkboard Insulated

In selling a cabinet it helps to be able to say, "This cabinet is insulated throughout with _____ inches of Novoid Corkboard." Pure corkboard insulation prevents refrigeration losses and insures the maintenance of low temperatures in the box. Make sure the cabinets you sell are insulated with pure corkboard. Descriptive folder describing Novoid Corkboard Insulation sent on request. Write Cork Import Corporation, 345-349 West 40th Street, New York, N. Y.

Novoid Corkboard Insulation

CORK IMPORT CORPORATION



345 W. 40TH ST. NEW YORK

"Permanent Protection for All Refrigeration"

Atlanta, Boston, Buffalo, Charlotte, Chicago, Hartford, Kansas City, Philadelphia, St. Louis, Troy

MANUFACTURERS OF ICE CREAM CABINETS

We will build Ice Cream Cabinets to your design ready for installation of compressors

REPLACEMENT PARTS FURNISHED

MOTORS METAL MFG. CO.
5936 Milford St. - Detroit, Mich.

BRUNSWICK-KROESCH REFRIGERATION

NOTABLE INSTALLATIONS



For the WORLD'S LARGEST HOSPITAL GROUP

The selection of Brunswick-Kroesch Refrigeration for the Columbia Presbyterian Medical Center of New York is another indication of the completeness of the Brunswick-Kroesch line.

Brunswick-Kroesch Company manufactures equipment of capacities ranging from 500 lbs. refrigerating effect and up, using ammonia, carbon dioxide and methyl chloride as refrigerants. And back of it all is more than 32 years of continuous and successful application.

BRUNSWICK-KROESCH COMPANY
Refrigerating & Ice Making Machinery
NEW BRUNSWICK, N.J. - CHICAGO, ILL.

COURT WRIT AGAINST PHILADELPHIA UTILITY COMPANY DISMISSED

(Concluded from page 1, column 1)

ness thus done by respondent itself amounts to approximately only five per cent of respondent's entire business, and the volume of respondent's business in the sale of electric refrigerators amounts to approximately only one per cent of its said entire business.

10. The primary object of respondent in merchandising electrical appliances is to stimulate in every proper way a demand for the use and consumption of electric current which in turn promotes the respondent's business generally by increasing the sale of such current.

11. An increase in the respondent's sales of electric current is a distinct advantage to the customer because in its final effect such increase produces and makes possible a lower energy cost rate to the customer.

12. One of the duties of respondent, essential to its continued success in business, is to maintain a thoroughly satisfactory service to its customers and the nature of the commodity sold is such that this involves from a practical standpoint the maintenance in good condition of the appliances on its lines.

13. This present action was initiated by the Attorney General only after the filing with him of a petition for the institution of same by Merchant & Evans Company, a private corporation engaged in the business of manufacturing and selling a certain kind of electric refrigerator which is not one of the kinds sold by respondent.

Discussion.

The plaintiff correctly states the general propositions of law which govern the case. A Pennsylvania corporation cannot engage in any business except that expressly authorized by its charter, and has no powers except those which are necessary to enable it to carry out an express grant.

Penna. R. R. V. Canal Commissioners, 21 Pa. 9.

Salar Electric Co.'s Appeal, 290 Pa. 156.

Bangor Electric Co.'s Petition, 295 Pa. 228.

Article XVI, Section 6, Constitution of Pennsylvania.

This being the conceded rule, the problem we face is the interpretation of the respondent's grant.

This was: That it be incorporated "for the purpose of supplying heat, light and power by electricity to the public."

This grant was made in 1902 and the phrase used was no doubt intended to include, in a general way, all of the conveniences that could be produced by the use of the electric current. The relator's objections do not raise any question arising out of any particular use, but they dispute the right of the respondent to do anything more than supply electric current, and particularly they dispute its right to engage in merchandising the devices needed for converting electricity.

This interpretation, however, runs counter to the express language of the grant, which is not a power to "supply electricity," but certain things produced by electricity. Far from preventing the Company from dealing in the converting devices needed, it would be our inclination to insist that it is part of its duty to furnish them to its customers. It is unimportant whether the converting device is supplied separately, by means of a sale or a bailing and a charge specially made for it, or whether the bill rendered the customer for the service includes also the use of the converting device.

A grant very similar to the one before us was passed upon by the Supreme Court in the case of *Malone vs. The Lancaster Gas Light Company*, in 182 Pa. 309. The company in that case, as the name indicates, was a gas company. There is a close analogy between the supply of heat, light and power by electricity and their supply by means of gas. Both gas and electricity are useless until they are converted into some form of activity, and for this in both cases mechanical devices are needed.

In *Malone vs. The Lancaster Gas Light Company*, the grant was "for the purpose of manufacturing and supplying illuminating and heating gas."

Plaintiff's counsel is not correct in his brief in saying that the company in the case cited "was chartered to supply light and heat." The company was to supply gas.

If the Lancaster Company had been chartered to supply light and heat by means of gas, the analogy of the two charters would be complete. Yet, notwithstanding the fact that the express words of the Lancaster grant were only "to supply gas," the Supreme Court held that it "might not only supply gas itself, but may also incidentally deal in such appliances and conveniences as will induce new customers to use gas or old ones to use more." "It is argued for plaintiff," said Mr. Justice Mitchell, "that the charter purpose of the gas company is limited by the words 'manufacturing and supplying illuminating and heating gas,' and that nothing can be included which is not a necessary part or appliance for manufacturing or supplying. This is too narrow and literal a construction, and overlooks the fundamental object of the corporation, the manufacture and supply of gas to customers for profit. It would be no use to manufacture

New Electro-Kold Unit Rides Over Pacific Coast In Airplane



E. S. Matthews, general sales manager of the Electro-Kold Corporation, Spokane, left Portland recently by air for California, with the new Electro-Kold cross-fin unit, for commercial installations.

Matthews is conducting sales meetings of Electro-Kold dealers in important Pacific Coast cities. Electro-Kold Corporation with factories at Spokane and sales branches in all important cities of the West, reports excellent increases in sales this year.

gas if there were not customers to buy, and hence the company may fairly supply not only the gas itself, but incidentally such appliances as will induce new customers to use gas, and old customers to use more.

It is plain that the instant case is much stronger for the respondent than the case cited, because in the latter the power was to "supply gas," while here it is to supply certain conveniences "by means of electricity." As we have pointed out, this must include the supply of any device that will be needed to turn electricity into the convenience desired.

It is not wandering too far afield to point out, and it appears in the proofs, that in 1902 the industry in which the respondent was and still is engaged, was comparatively new. The public had not been educated with regard to the multitude of conveniences which the electric current will supply. To furnish the housekeeper with the electric current alone would have resulted in neither profit to the company nor convenience to the customer. What the latter wanted, and what the Legislature intended to grant when it authorized the respondent to furnish light, heat and power by electricity, was something more than furnishing the customer with the end of an insulated copper wire, that he did not know how to use, or had not the appliances to use. It was intended that he should have and the company should furnish the conveniences that could be obtained by the use of the electric current.

For these reasons we come to the following:

Conclusions of Law.

1. The sale by respondent of electrical refrigerators and other electrical appliances is in furtherance of its main corporate purpose of "supplying light, heat and power by electricity to the public," in the territory covered by respondent's charter.

2. A verdict and judgment thereon should be entered in favor of the respondent.

The plaintiff's requests for Finding of Fact numbered 1, 2 and 4 are affirmed, and the facts found as therein stated. Request No. 3 is declined.

The Prothonotary will notify counsel of the filing of this decision, findings and conclusions, and further notify them that if exceptions are not filed thereto within thirty days, judgment will be entered thereon.

(Filed June 7th, 1929).

There are in New York state alone, 43,200 farms getting electric service from 13,000 miles of rural lines.—*Electrical Record*.



Electric Refrigeration Distributors and Dealers

You need the PEERLESS line of compressors.

PEERLESS units give you a COMPLETE line, ranging from one to ten tons.

PEERLESS Perfected Multiple Apartment System is recognized leader in its field. Full details given on request. Our record warrants your most exacting investigation.

PEERLESS ICE MACHINE CO.
515 W. 35th Street
CHICAGO, ILLINOIS

BICKEL WRITES MODEL LETTER TO SALESMEN ON EXPENSE ACCOUNTS

One of those problems which perpetually worry sales executives—the problem of disparity between expense accounts—was neatly solved recently by J. M. Bickel, sales manager of Holmes Products, Inc., New York, N. Y., according to a story in *Printers' Ink* for May 30.

Mr. Bickel found that approximately a variation of \$35 weekly existed between the lowest and highest expense accounts of his force, after railroad and Pullman fares had been subtracted.

Desiring to handle this delicate situation as tactfully as possible, Mr. Bickel worked out a letter which went to each of his salesmen. This letter called attention to the discrepancy between the different expense accounts, pointed out that travelling expenses are a direct charge against cost of sales, and evoked the loyalty factor by its unstinted praise of the salesmen and their organization.

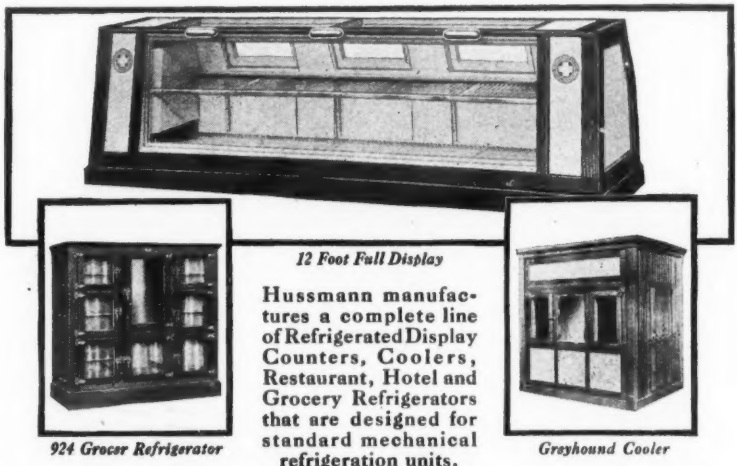
This letter, a model for tact and diplomacy, brought immediate results.

Brinson Gets Agency for G. E. Refrigerators at Holdenville, Okla.

Hugh E. Brinson, distributor for Nash and Packard automobiles in Holdenville, Okla., has taken over the agency for General Electric refrigerators in that territory. This franchise was formerly held by the Holdenville Electric Co.

The Complete Hussmann Line is Engineered for

Mechanical Refrigeration



12 Foot Full Display

Hussmann manufactures a complete line of Refrigerated Display Cases, Coolers, Restaurant, Hotel and Grocery Refrigerators that are designed for standard mechanical refrigeration units.

Grayhound Cooler

No matter what your own food display or storage problems (or those of your clients) are, somewhere in the complete Hussmann line there is a piece of equipment that will solve them positively and economically.

Every piece of Hussmann equipment is built to the same high standard of quality that has made the Hussmann name a guarantee of thorough satisfaction for a quarter-century.

This same high standard is also evident in the design and operation of Hussmann equipment. Correct engineering, and many patented features, combine to emphasize Hussmann's leadership in the food display and storage field.

Write now for complete information.



HARRY L. HUSSMANN

REFRIGERATOR DIVISION OF
HUSSMANN-LIG-ONIER CO.
907-913 North Broadway, Saint Louis

Sales Offices
in all
Principal Cities

Factories at
Saint Louis (2)
Yardley, Pa.

Véase la página 18
COMPAÑIA MARKWELL

APPETIZING SALADS SHOULD HAVE PLACE ON SUMMER MENUS

By Mrs. Phyllis K. Dunning
Home Economics Department, The
Society for Electrical Develop-
ment, Inc.

IT would be interesting to have an authentic study made to show the first thing the housewife reacts to when she starts to use her new electric refrigerator. We can picture women filling the little trays with water and eagerly yanking them out every ten minutes to see if they have yet made ice. We can picture other women madly mixing up a frozen dessert which she will freeze in the trays, attacking it with a fork every quarter of an hour to discover if it is really freezing. But most of all we can picture women loading their new refrigerators with salad things—lettuce and romaine and endive and radishes and cucumbers and tomatoes—and then waiting impatiently for the refrigerator to get in its reputed work on them. All the time the question will be raging in their heads—will things come out as crisp and cold and delicious as advertised?

Fortunately, they do. Salad things come out from the chilly interior of an electric refrigerator in an almost inconceivable state of perfection—provided they have been correctly stored! Correct storing is a very simple matter—merely keep the greens moist and in a tightly covered container. Always wash and pick over your greens before storing them, discarding unuseable pieces for you do not want to waste refrigerator space storing inedibles.

Let Salads Take the Place of Desserts

During the spring, when the salad fever is at its height, you can abandon desserts entirely and go in for double-duty salads. We have found that the men, especially, are keen about this idea, particularly when the salad is accompanied by plenty of crisp, freshly toasted crackers, a well flavored cheese and coffee.

We see to it that our salads are all attractively arranged on individual plates and sitting peacefully in the electric refrigerator before dinner is served. This insures their chilliness, prevents any delay in serving, and enables me personally to supervise their construction. The salad dressing is usually brought to table, straight from the refrigerator and the guests permitted to help themselves.

For toasting we prefer the old fashioned common cracker, but these are getting increasingly difficult to obtain, worse luck. So we have been obliged to substitute some of the more easily obtained soda crackers, and nobody has seemed to suffer at all from the change. Toast them in your electric toaster right at the table.

As an accompaniment to salads we personally prefer one of the creamier cheeses, but the kind you serve is a matter of personal taste alone.

We make our coffee in an electric percolator, right at the table. This has the advantage of making delicious coffee and also of enabling us to refill cups with properly hot coffee without recourse to the kitchen.

Here are some salads which we have found to be particularly good for salad-dessert combination courses.

Tomato Salad with Nuts

Select small or medium sized tomatoes. Peel, and cut off slice from top of each tomato and scoop out the centers. Make a paste of cream cheese moistened with some of the tomato center and add several tablespoons of finely ground nuts—peanuts, walnuts, almonds or pecans are recommended. Fill the tomatoes with this mixture and place in electric refrigerator for at least an hour to chill thoroughly. Serve on bed of chilled lettuce leaves topped with mayonnaise or Russian dressing. Garnish with whole nuts.

Date Salad

Wipe the dates—allowing six or eight to each serving, and remove the pits. Fill half the dates with a mixture of cream cheese moistened with cream and seasoned with salt. Fill the remaining dates with a mixture of peanut butter moistened with lemon juice. Place in the electric refrigerator to chill thoroughly. Serve on bed of crisp lettuce leaves, topped with mayonnaise or whipped cream dressing.

Endive Salad

This is particularly good to finish up a heavy meal. Mash up cream cheese, sea-

N. E. M. A. Technical Committee Says Wait for the A. S. A. Code

MEMBERS of the technical committee of the Refrigeration Division of the National Electrical Manufacturers' Association attended a meeting held at the Hotel Statler in Detroit on May 17. At the meeting were Glenn Muffy, Copeland Products, Inc., Detroit; E. T. Williams, Servel, Inc., New York City; A. R. Stevenson, Jr., General Electric Co., Schenectady, and H. W. Kleist, Dole Refrigerating Machine Co., Chicago.

C. C. Spreen, Kelvinator Corp., Detroit, was represented by Glenn Muffy, chairman, and by telephone conversation from New York during the meeting. At this session the committee made the following recommendation:

Uniformity of safety codes is essential. Therefore, this committee recommends to the N. E. M. A. that they do not start another code, but in the interest of uniformity await the completion of the A. S. A. code. It is believed that all interests are satisfied with the A. S. A. code except that it makes no provision for multiple installation.

The National Board of Fire Underwriters has issued its own code covering multiple installation only, and is in process of drafting a more complete code.

The A. S. A., is so completely representative of all interests, including the various branches of insurance that the only hope of getting a uniform code is through the A. S. A.

The committee, therefore, suggests that the N. E. M. A. request the National Board of Fire Underwriters to cooperate with the A. S. A. in drafting and issuing an additional section of the A. S. A. code covering multiple installation; and that the National Board of Fire Underwriters, after the issuance of such a complete A. S. A. code substitute it for their own code.

Since the present National Board of Fire Underwriters' code is temporary and under revision it is suggested that the N. E. M. A. should discourage its adoption by any municipalities. It will only make future trouble if states and municipalities adopt partially completed codes.

It is very urgent that the A. S. A. complete its code at the earliest opportunity so that it can be used as a recommended ordinance.

son it with salt and color it with paprika. Moisten it with cream and mould it into little balls about three-quarters of an inch in diameter. Place in refrigerator to chill. Clean and separate the endive and place that in electric refrigerator to chill, too. To serve, arrange the endive on individual plates, place the cheese balls across the tips and pour French dressing over all.

Finely chopped nuts may be blended with the cream cheese before shaping it into balls, if desired.

Preserved Fig Salad

Drain a bottle of preserved figs. Cut the figs in quarters, lengthwise, taking care not to cut them entirely apart at the base. Soften a package of cream cheese, moisten it with cream, season it with salt and work into it about one-fourth cup of finely chopped nuts. Form into balls and place one ball in the center of each fig. Chill thoroughly. To serve place fig on bed of chilled lettuce leaves and pour over it mayonnaise which has been thinned with fig juice. Whipped cream may be added to the mayonnaise, too, if desired.

Stuffed Tomato Salad

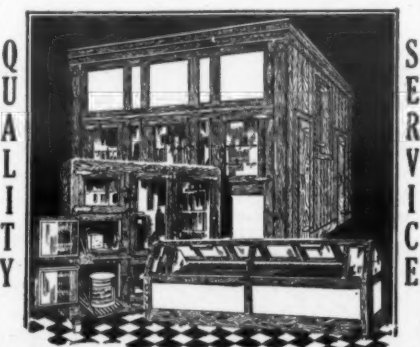
This is a pretty hearty salad, and should accompany a rather light meal. It makes a good main course for a luncheon, too.

Scald and peel tomatoes, one for each serving, scoop out center and chill them thoroughly in the electric refrigerator. Prepare a mixture of celery, onion, radishes and cucumbers all finely chopped and mixed with the tomato centers. Moisten with French dressing and chill in the refrigerator.

Shortly before serving fill the tomatoes with the mixture, place on bed of chilled lettuce leaves. Serve with mayonnaise.

NORTHEY

(Adapted to Electric Refrigeration)



REFRIGERATORS Display Cases & Coolers

FOR ALL PURPOSES ANY SIZE, STYLE OR FINISH

NORTHHEY Mfg. Co. WATERLOO, IOWA

Agencies: OVER 30 SHOWROOMS Salesmen Everywhere Waterloo Direct to You

"SEE THE HUMP"

Steel-Craft Manufacturing Co. Moves Into New Quarters

Steel-Craft Manufacturing Co., manufacturers of all-steel cabinets for mechanical refrigeration, announces their removal from 3031 South Wabash Ave. to their new factory and show room at 4617 Arthington St., Chicago, Ill. The Steel-Craft line of refrigerators

contains two models, S 23 and S 27, which have widths of 23 and 27 inches respectively. Both cabinets are 36 in. high and 19 in. deep. These units are designed for installation in kitchenettes, where a combination porcelain work top and drain board is used.

The per cent of homes which are served with electricity is 66.—N. E. L. A. Bulletin.

Seepage Proof Tube Fittings

A complete line of brass tube and pipe fittings especially designed for Commercial and Domestic Automatic Refrigeration

"Built Right—to Stay Tight"

Commonwealth Brass Corporation

COMMONWEALTH AVE. AND G.T.R.R.
DETROIT, MICHIGAN.

CROWLEY-MILNER CO. SOLD 534 NORGE UNITS DURING MONTH OF MAY IN DETROIT TERRITORY

Crowley-Milner Co., retail agents for Norge in Detroit and vicinity, reports that during the month of May they installed Norge refrigeration in 534 kitchens in the Detroit territory.

MAIN OFFICE
BROOKLYN, N. Y.
SALES OFFICES

Brooklyn
Boston
Cincinnati
Chicago
Cleveland
Detroit
Philadelphia
New Haven
Rochester

E. W. BLISS COMPANY

SALEM WORKS

OWNER AND MANUFACTURER OF
F. W. NIEBLING & CO.

ICE AND REFRIGERATING MACHINERY

NIEBLING PATENT PLATE VALVES FOR ALL MAKES OF COMPRESSORS

FORCED AIR CIRCULATION THE GREATEST METHOD FOR KEEPING FOOD PRODUCTS

SALEM, OHIO

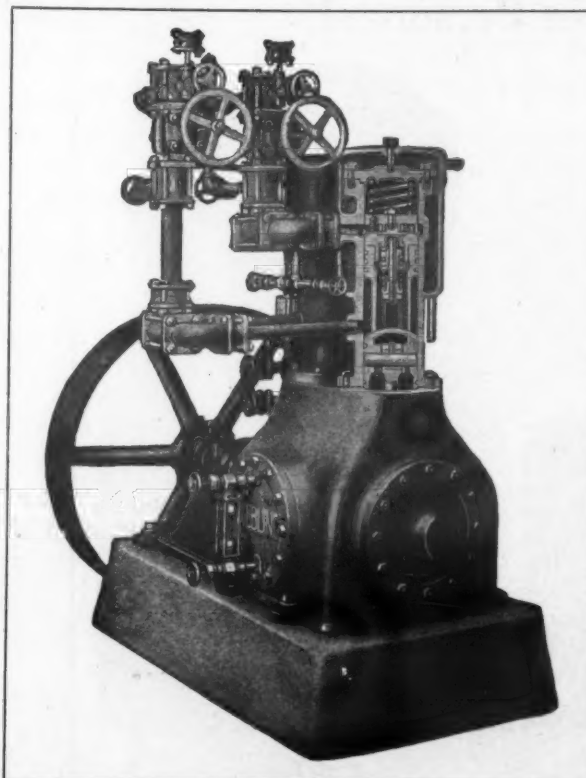
"THE HOUSE OF A MILLION ICE MACHINE PARTS"

The above Company is now located at their new shops, and are equipped to manufacture machines and plants of any size or nature.

The Niebling apparatus has been on the market for some 35 years, and needs no introduction.

Our plants are the most economical and dependable. The first machine is now 33 years old, still in operation.

Fittings are made of cast steel and drop forgings. None have ever broken or worn out.



\$1,000.00 FOR ITS EQUAL

MACHINE CONSTRUCTION

Valve cages are ground and set on top of cylinder proper. None of our valves work or operate on top of the cylinder. Valves are non-clearance and made of Vanadium Steel. Cylinders bolted to crank case. Above 4" bore, all have three bearings. Bearings are bolted separate in bottom of crank case. Crank case hand hole plates may be removed without interfering with shaft in any way. All bearings interchangeable.

At the present time we have some wonderful bargains. Send in your specifications. All sizes and types of machines and accessories.

Wire!
Write!
Telephone!

Salem—1045

We have in stock several carloads of new and used ammonia fittings of all sizes. Please let us quote you our bargain prices.

KERO TEST

FORGED BRASS VALVES for Mechanical Refrigeration

Quality Shut-off and Cylinder valves in any standard designs or to your specifications.

KEROTEST MANUFACTURING CO.
2525 LIBERTY AVENUE
PITTSBURGH, PENNA.

Solid Carbon Dioxide Offers Advantages in Refrigeration Of Perishables in Transit

By L. F. Kilmarx

ONE of the most interesting recent contributions to the field of refrigeration is Dry-Ice*, or solid carbon dioxide. Solid carbon dioxide has long been known in the laboratory, and from time to time unsuccessful attempts have been made to apply it commercially. However, a few years ago, methods of manufacture, and particularly of use, have been developed which have made solid carbon dioxide a factor in the refrigeration field, especially in the refrigeration of perishables in transit.

Dry-Ice, as the name implies, is dry and intensely cold (109.3° below zero Fahrenheit). It is manufactured from the same pure, harmless gas that forms the bubbles in all carbonated beverages. It weighs about 70 pounds to the cubic foot, is white and opaque, and resembles marble in appearance. Intensely cold, and dry, giving off a pure, clean, harmless gas which is employed to blanket the product to be refrigerated as well as to carry off heat which penetrates the walls of the container, it has the excellent quality of continually purging the atmosphere within which perishables are shipped or stored.

Dry-Ice is intensely cold, but that does not mean that its application is limited to zero and below zero temperatures, since those of 30° and 40° are as easily maintained as the lower temperatures.

Whereas water-ice melts, Dry-Ice sublimates, in other words, passes directly from the solid to the gaseous state, skipping the liquid phase entirely. In this, solid carbon dioxide is peculiar. The actual ability of solid carbon dioxide to absorb heat is only twice that of water-ice, the former absorbing about 280 B.T.U., per pound up to 32° Fahrenheit, as against 144 B.T.U., for water-ice. When properly applied, Dry-Ice will do from 10 to 20 and more times the work of water-ice in maintaining low temperatures. Containers of special design, which incidentally are not of costly construction, are necessary. The DryIce Corporation has developed a variety of types of containers, the most important of which are: take-home ice cream packages, single service throw away shippers, truck boxes, truck bodies, refrigerator cars, express shippers, dispensing cabinets, vending machines, et cetera.

Dry-Ice makes possible many changes in ice cream delivery equipment. The chassis capacity of an ice cream delivery truck necessary to take care of a certain load is cut in half. Savings effected on a 500-gallon capacity truck are at least \$5.00 a day. The Dry-Ice consumption of a 500-gallon truck is about 120 pounds per 24 hours in warm weather. In cool weather this figure is reduced by about 40%. A 300-gallon capacity Dry-Ice body can be constructed that it will weigh less than one ton. There are many of these bodies mounted on one-ton Ford or Chevrolet chassis, whereas this was always a two-ton load in times past.

The intangible savings are greater than those which we can compute.

*"DRY-ICE" is the registered trademark of the DryIce Corporation of America

Time-O-Stat Controls Co., Elkhart, Increases Personnel



Henry S. Wright



J. C. Henry

The Time-O-Stat Controls Co. of Elkhart, Ind., manufacturers of automatic controls, announces an increase in personnel in line with the recent merger of the Absolute Con-Tac-Tor Corp. of Elkhart, Ind., Time-O-Stat Corp. of Milwaukee, Wis., Leachwood Co., of Janesville, Wis., and the Cramblet Engineering Corp., also of Milwaukee.

Henry S. Wright, of Chicago, has been appointed vice president and asst. general

manager of the new company. Mr. Wright will be in general charge of the establishing and contacting of distributors of the company.

J. C. Henry, connected with the Cities Service group for a number of years will act as contact man in the gas burner division of the new company in the middle west and western states contacting public utilities. He is well known in the field through the mid-western and western states.

adjoining building. Mr. Sanger was formerly identified with the Sanger Bros. Department Store which was recently sold to the Jones Store Company of Kansas City. Chas. L. Sanger, senior member of the firm has been prominent in Dallas financial circles for many years.

WHAT ARE THE FACTS?

WHEN American industry was in a sellers' market there was enough business for everyone. Little if any attention was paid to the facts of production and distribution. With the transition to the buyers' market, following 1921, the situation changed overnight. Production efficiency, supported by an accurate knowledge of markets, became the order of the day.

As the competitive war grew more spirited and more sound and sober reflection was spent on the complex problem of distribution, the manufacturers realized that they must have the facts.

This search for the real meaning of markets based on the facts of buying habits, standards of living, real wages and many other indices, has typified the progressive spirit of American industry since the war, and has been synonymous with the rapid growth of certain manufacturing branches.

Like radio, the electric refrigeration industry is new. It came into the industrial picture at a time when the inter-industry struggle for a larger share of the consumer's dollar—by which is usually meant his unemployed ten cents—was just beginning. One of the first steps taken by the new Refrigeration Division of NEMA at the Hot Springs meeting was the decision to collect statistics both on manufacturers' production and on dealers' sales. The importance of this action in ironing out some of the production and distribution difficulties faced by the industry at present cannot be overstated. The dealers' sales figures will give all manufacturers in the field an opportunity to correct their distribution in accordance with the markets in towns and states by population groups, thus eliminating waste and needless competition that doubtless exists at the present time.

The industry is entitled to the facts. The NEMA Refrigeration Division is going to collect those facts. If its future acts are in accordance with the practical vision of this initial step, the Division will take its place with the outstanding leaders of industry.—NEMA News.



Style No. 2 Cooke Seal Ring

A Leak-Tight Seal Without Wasteful Friction

The efficiency of any liquid or gas seal depends on the amount of pressure. Until now this has meant pressure against the shaft, resulting in loss of power, scored shafts, motor overload. With the Cooke Seal Ring the pressure is exerted against a fractionally small surface of the gland by the smooth running surface of the Ring which revolves with the shaft and is backed by a spring. The Cooke Seal Ring eliminates all possibility of leakage, any scoring of shaft, and 90% of the friction caused by ordinary packing. Already standard equipment on the compressors of many leading electric refrigeration manufacturers. Write us for details.

COOKE Seal Ring

20 N. Green St., Chicago, Ill., Dept. O.

COOKE SEAL RING
20 N. Green St., Chicago
Dept. O.

Please send me your free booklet without obligation.

Name
Address
City State

Announcing

THE
PENN



A new and better Cold Control for Electric Refrigeration. Presented to manufacturers who desire to incorporate in their machines new advanced, superior selling features.

Quick-Freeze makes possible lower temperatures in standard electric ice machines. By simply moving the Quick-Freeze attachment to colder positions, the temperature may be lowered at will, and again restored to normal by returning the Quick-Freeze attachment to the No. 1 position, where the refrigerator remains at the factory setting.

The Quick-Freeze attachment mounted in the cover does not affect the original factory setting, is carried as an accessory, and can be installed on standard switches. It now can be supplied on both the well-known Penn refrigerator control switches Types L and E, used as standard equipment on many of the better ice machines. We invite you to test Quick-Freeze at our expense.

Manufactured by an organization of proven engineering genius that supplies the largest and best concerns of the country with automatic control switches.

PENN ELECTRIC SWITCH Co.
DES MOINES, I.A.

DIRECTORS OF S. E. D. APPROVE NATIONAL PROMOTION PLANS

Out of the 52nd annual convention of the National Electric Light Association at Atlantic City came two important announcements with reference to the electrical industry sales conference which about a year and a half ago was organized to develop a co-operative merchandising and advertising program in which all branches of the industry might participate.

Giving the first definite and authentic word of the progress of the sales conference and its several committees, W. W. Freeman, president of The Society for Electrical Development, described the sales program as "the how" of solving the industry's commercial problem which had previously been discussed in turn by Marshall E. Sampsell, C. E. Grosbeck and Gerald Swope.

Mr. Freeman went on to disclose that the modified program as submitted by the directors committee to a special meeting of the directors of the society on May 11th was approved in principle with instructions to complete the national advertising copy, supporting literature and the details of local tie-in plans. The special committee of directors was also instructed to submit the completed plans to the several associations, make recommendations as to financing and proceed with securing the underwriting of the national fund.

"The board of directors of the reorganization," Mr. Freeman said, "has ordered us all to prepare a general advertising plan, including the financing and underwriting of a national fund which will be devoted to push a unified campaign for increasing the use of electricity. We will work in each community in co-operation with all the elements of the industry to increase sales of energy in the household."

Mr. Freeman said that this campaign will be based on the sale to the housewife of a complete home electrification plan, rather than on the sale of isolated appliances. A complete outline of the

Kelvinator's Stunt



The delivery of a new Kelvinator "4" by Airplane to the Atlantic City N. E. L. A. convention caused much comment. Views above, left to right, show the plane which was piloted by "Eddie" Stinson, before the take-off; the dropping of the Kelvinator attached to a parachute into the surf at Atlantic City; and presentation by G. W. Mason (center), president of Kelvinator Corp., of letters from the mayor and Board of Commerce of Detroit to Anthony M. Ruffu, Jr. (left), mayor of Atlantic City, and to P. S. Arkwright (right), past president of the N. E. L. A.

at Atlantic City



national campaign, which it is indicated will be in full swing in 1930, will go out to all companies in each of the four co-operating groups.

Thus, while there is a deal of ground still to be covered, Mr. Freeman pointed out that "we are on the threshold of a very sincere and very definite effort at the solution of the industry's commercial problem."

This foregoing came on the heels of the annual meeting of the Society's directorate on the previous day in the Hotel Traymore when it was recommended that the national survey of market conditions as recently undertaken and completed by the J. Walter Thompson Co., be released to the various branches of the industry.

It was the consensus of the directors that although the full plan of the sales conference could not be made public at the moment, the statistical information should be made available while it is still current enough to be applicable to local and national market studies.

NEW DEALERS & DISTRIBUTORS

Recent appointments announced by manufacturers and new sales outlets reported from the field.

Copeland

Distributor:
Bryd's Radio Shop, Fayetteville, N. C.

Dealers:
Portsmouth Ice & Coal Co., Portsmouth, N. H.
Paradis, Copeland St., Quincy, Mass.
Charles Mohle, 2712 Baker Place, Cincinnati, Ohio.
W. Schmitt, 1943 Hewitt Ave., Cincinnati, Ohio.
B. & B. Electric Co., 324 Main St., Cincinnati, Ohio.
Good Housekeeping, 908 Vine St., Cincinnati, Ohio.
H. Marschauer, 3946 Colerain Ave., Cincinnati, Ohio.
W. Thom, 320 Sycamore St., Cincinnati, O. H. Solway, 132 Elder St., Cincinnati, Ohio.
Hersh Radio, 533 Walnut St., Cincinnati, Ohio.
S. & S. Garage, 3096 Colerain Ave., Cincinnati, Ohio.
Mollenkamp Furniture Co., 1306 Vine St., Cincinnati, Ohio.
Kraus Radio, 3508 Reading Rd., Cincinnati, Ohio.
Burger Sales Co., 73rd and Carthage Pk., Carthage, Cincinnati, Ohio.
Home Appliance Co., 818 E. Michigan Ave., Jackson, Mich.
Paul W. Dillman, Clymer, Ind.
Sterchi Bros., Fountain City, Marysville and Vestal, Tenn.
Johnson's Garage, Beebe, Ark.
Philip Hartenstein, 73-11 Boulevard, Arverne, N. Y.
H. Haronstein & Sons, 48 W. 18th St., New York, N. Y.
United Plumbers Supply Co., 146th and Exterior Sts., Bronx, N. Y.
Ludwig Baumann & Co., Hoyt and Livingston Sts., Brooklyn, N. Y.
Spear & Co., 265 Livingston St., Brooklyn, N. Y.
Long Island Utilities Co., Huntington, N. Y.
United Plumbers Supply Co., Yonkers, White Plains, New Rochelle, N. Y.
Spad Stores, Somerville, N. Y.
B. T. Ackerman, 12 High St., Millville, N. J.
R. D. Cross, Skipack, Pa.
B. C. Davis, 529 Landis Ave., Vineland, N. J.
Franklin Electric Co., 27 N. Ohio Ave., Atlantic City, N. J.
Mahood & Co., 16-18 N. Second St., Philadelphia, Pa.
Adolph C. Joseph, 331 Buffalo Ave., Egg Harbor, N. J.
Raymond H. Perks, Ocean City, N. J.
Rodden Electric Co., 545 N. Homewood Ave., Pittsburgh, Pa.
Eury Brothers, Butler, Pa.
J. & A. Electric Co., 7228 Tioga St., Wilkesburg, Pa.
Penn Radio Electric Co., 1006 Penn Ave., Wilkesburg, Pa.
Fruit-Oil Co., Sharon, Pa.
West Penn Radio Co., 24 E. Main St., Carnegie, Pa.
Steinell Battery Service, 306 East Third St., Jamestown, N. Y.
LeRoy Hardware Co., LeRoy, N. Y.
Harvey N. Frantz, Albion, N. Y.
Rumbaugh's, Everett, Wash.
H. P. Hillman, Grapeview, Wash.
Smith Hardware Co., Oswego, N. Y.
Fattion Travis Stanton, Inc., Oswego, N. Y.
Robert D. Knapp, Freebie, N. Y.
W. C. Shackett, Saranac Lake, N. Y.
Warren Furniture Company, Canajoharie, N. Y.
W. F. Canfield, Collins, Miss.
Pillow Hardware Co., Greenwood, Miss.
M. B. Holloway, Hattiesburg, Miss.
Southern Electric Co., Hazelhurst, Miss.
Central Battery Co., Laurel, Miss.
Harold Armstrong, Leland, Miss.
V. C. Dickey Motor Co., McComb, Miss.
A. E. Mayo, Philadelphia, Miss.
Bertherville Automobile, Ltd., Bertherville, Que.
Fabien Ltd., 3605 Wellington St., Verdun, Que.
L. N. and J. E. Nossieux, Reg., 6094 Sherbrooke St. W., Montreal, Que.
Wilfred D. St. Cyr, 88 Notre Dame, Hull, Que.
Templin Music Stores, Elkhart, Ind.
Thomas Hardware Co., Bedford, Va.
W. T. Martin Hardware Co., Charlottesville, Va.
Lease Brothers, 1819 Plymouth Ave., N. Minneapolis, Minn.
S. K. Emmons, Kingswood, N. J.
Central Jersey Appliance Co., Elizabeth, N. J.
Easy Washer Sales & Service Co., Orange, N. J.
Alderson Radio Co., 2546 N. Grand Blvd., St. Louis, Mo.
Larsen Electric Store, Astoria, Oregon.
Boyt & Tracer, Clatskanie, Oregon.
George G. Peterson, Forest Grove, Oregon.
McCormick & Weber, Tacoma, Wash.
King Electric, Tillamook, Oregon.
The Tog Shop, Elk River, Idaho.
Wells Specialty Co., Sydney, C. B., Nova Scotia.
Pt. Atkinson Creamery Co., Pt. Atkinson, Wisconsin.
Peerless Electric Co. Inc., 1810 North Ave., Milwaukee, Wis.
Richard Oetjen, Williams Bay, Wis.
H. E. Blackburn, Bonners Ferry, Idaho.
K. Westby, Clayton, Wash.
Dave Burns Auto Elec. Co., Colfax, Wash.
Davenport Drug Co., Davenport, Wash.

Edwin C. Reeder, Ephrata, Wash.
Harrington Hardware Co., Harrington, Wash.
Lind Motor Co., Lind, Wash.
Electric Service Station, Odessa, Wash.
Marolf Music House, Pasco, Wash.
Modern Hardware, Inc., Ritzville, Wash.

Servel

Distributors:
Springfield Gas & Electric Co., Springfield, Ill. (Servel-Electrolux)
Paxton & Gallagher Co., Omaha, Nebr. (Servel)
Northern States Power Co., St. Paul, Minn. (Electrolux)
Birmingham Gas Co., Birmingham, Ala. (Electrolux)

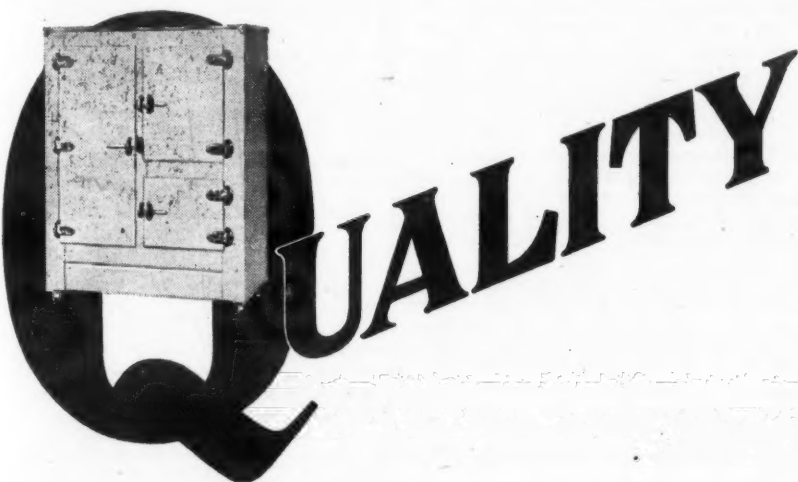
Dealers:
Crandon Bros. Inc., New Bedford, Mass. (Servel-Electrolux)
Desire Lawrence, Kincaid, Ill. (Servel)
Cox and Crose, Hoopeson, Ill. (Servel)
Robert J. Lumley, Watseka, Ill. (Servel)
Repko Bros., Streator, Ill. (Servel)
William R. Lewis, Waggoner, Ill. (Servel)
Eli Knezerich, Kewanee, Ill. (Servel)
J. H. Anderson, Mattoon, Ill. (Servel)
Cramer Furniture Co., 3623 Cravols Ave., St. Louis, Mo. (Servel)
Lloyd E. Tiernan, Berstow, Calif. (Servel)
Mississippi Gas Co., Laurel, Miss. (Electrolux)
The Pioneer Hardware & Music Co., Burlington, Kans. (Electrolux)
Brooks-Mackay Co., Arkadelphia, Ark. (Electrolux)
Cape Cod National Gas Corp., Hyannis, Mass. (Electrolux)
J. P. Leonard & Son, Russellville, Ark. (Electrolux)
Hewett-Lovelace Hardware Co., Abilene, Tex. (Electrolux)
L. T. Mitchell, Claremore, Okla. (Servel-Electrolux)
T. Birmingham Hardware Co., St. James, Mo. (Servel)

Distributors: Sparklets, Inc.
Milhender Electric Supply Co., 618 Atlantic Ave., Boston, Mass.
Fitzgerald Mfg. Co., Torrington, Conn.
National Electrical Supply Co., 1328 New York Ave. N. W., Washington, D. C.

Dealers:
Totterdale Bros., 10 N. 4th St., Martins Ferry, Ohio.

Geo. F. Damon Co., 90 North St., Fitchburg, Mass.
Wright Electric Co., Deland, Fla.
Bostock Furniture Co., Taunton, Mass.
Osage Electric Co., Fairfax, Okla.
Tuscarawas Dry Goods Co., New Philadelphia, Ohio.
Byllesby Engineering & Management Corp., 241 S. LaSalle St., Chicago, Ill.
Ward-Dossett-Floyd Co., Waco, Tex.
The Parsons-Souders Co., Clarksburg, W. Va.
Portland-Copeland Co., 852 Congress St., Portland, Maine.
Manchester Radio & Electric Co., Manchester, N. H.
Gregory & Co., 661-5 Broadway, Kingston, N. Y.
Cooper's, William Ave. and 4th St., Davis, W. Va.
Alfred L. Hart, 82 Railroad Ave., Patchogue, L. I., N. Y.
Refrigerator-Service Co., 859 Boylston St., Boston, Mass.
Hawes Electric Co., 15 Main, Watertown, Mass.
Baldwin Lumber & Hdw. Co., Belfry, Mont.
Trotter & Phelan, Salem, Mass.
Marlboro Electric Co., Marlboro, Mass.
The Women's Shop, 54 Devonshire St., Boston, Mass.
Servahome Co., 19 West Main St., Babylon, L. I., N. Y.
Central Kansas Power Co., Abilene, Kans.
Haverhill Electric Co., 121 Merrimack St., Haverhill, Mass.
Central Indiana Gas Co., Munice, Ind.
Public Utilities Cons. Corp., Nogales, Ariz.
Fitchburg Gas & Electric Co., 655 Main St., Fitchburg, Mass.
Salem Elec. L. Co., Salem, Mass.
Bronx Gas & Electric Co., 43 Westchester Sq., Bronx, New York, N. Y.
Lynn Gas & Electric Co., Lynn, Mass.
Vallejo Light & Power Co., Vallejo, Calif.
Texas Power & Light Co., Waco, Tex.
Georgia Public Utilities Co., Augusta, Ga.
Washington Gas & Electric Co., Tacoma, Wash.
Beverly Gas & Electric Co., 223 Cabot St., Beverly, Mass.
Alpena Power Co., Alpena, Mich.

Kelvinator of Canada, Ltd., London, Ont.
Dealers:
Kerr Electric Co., Prince George, B. C.
Ulric Poirier, St. Jerome, Que.



If the manufacturing of refrigerators were only a question of sales with long profits the 45 year record of CHALLENGE would be an entirely different one.

The Challenge policy has and forever will have high Quality and only that—in this we have put our faith and on this we have built—not only for ourselves but for unit manufacturers everywhere.

The modern trend in buying is for the best the world affords, and now is the time to seize upon the RIGHT opportunity — A GENERAL TRADE ACCEPTANCE of the Challenge line to strengthen YOUR hold on your legitimate customers.

CHALLENGE REFRIGERATOR CO.
Grand Haven, Michigan

CHALLENGE REFRIGERATORS

Dehydrated and Sealed

Highest quality seamless copper tubing—perfectly dehydrated and solder-sealed—ready for quick installation. Send your production requirements for quotations—or wire for rush shipment from stock.

WOLVERINE TUBE CO.

SEAMLESS COPPER

BRASS & ALUMINUM

1481 Central Ave.,

Detroit, Michigan

Sales Offices: Cleveland, Chicago, Atlanta, Los Angeles, Denver, Dayton, Ohio, New York City, Dallas, Texas.